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Richards = 3 - VNA

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772105



A R Y

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"On the Right Track"

- Let us plant "good seed" in 1913.
- Eternity does away with shams.
- Whatever you are not that cease striving to be.
- Hide nothing and you will never be afraid of being found out.
- People who are not "up" on a subject are generally "down" on it.
- Poverty has produced more men than plenty ever knew.
- Consider a tenpenny nail—the harder you hit it, the faster it gets there.
- All things are for all who put their hands to the plow, with a trusting heart that God giveth the rain and the increase.
- You have to admire the hen that does as much scratching when she has one chicken as when she has a dozen.



PUBLISHED BY-

Richards-Wilcox Mfg. Co., Aurora, Illinois, U. S. A. Copyright 1913

Volume 1

JANUARY, 1913

Number 1

Mr. Aug. C. Wilmanns, Architect, of Chicago, Receives \$25 Prize

NAME COUPON

PUBLIC LIBRAR

Richards-Wilcox Mfg. Co., Aurora, III.

Gentlemen: I submit the following names to the View DATIONS

monthly publication.

THE DOOR WAY.

HE ID DO WAY 11911

THE DOOR WAY

THE DOOR-WAY

It is understood that if you accept any one of them, you are to send me \$25.00.

Name Avoust C. WILMANNS. 35 So DEARBORN ST. City I. CHICAGO. State JAL.

Be sure to write plain and distinct in pen and ink.

THE DOOR-WAY.

Doo K-Ways

THE WINNING COUPON

SELECTING a name for our new house organ was the "toughest" job we ever tackled—by far.

"Toughest" because there were so many hundreds, yes thousands of decidedly good names submitted.

After considering and reconsidering the matter we decided to adopt the name "DooR-Ways", suggested by Mr. August C. Wilmanns of 35 So. Dearborn St., Chicago.

This name, DooR-Ways, "ties up" splendidly with our trade mark—as you will notice and admit.

It typifies our largest line of products, sliding door hangers for all purposes.

Then too, it signifies something greater, broader, deeper. "Door-Ways"—the doorway to a bigger, better business.

A "bigger, better business"—that's the exact purpose for which this little magazine was in-

tended.

It's sole aim is to assist you. To set forth plans and suggest means which will aid in increasing your business. Whether it accomplishes this end

depends greatly upon you.

The growth of this little book, its usefulness, depends upon you, for unless you are willing to give your brothers the benefit of your experience, your ideas through its pages, and above all, unless you read it and gain the knowledge which will enable you to secure a more profitable business, its mission will prove a failure—a flat failure.

We want you to feel, to know that this little book belongs to you. Want you to realize that it is published for you—you, who are reading this

article.

In conclusion we wish to express our thanks to the thousands of *Dealers*, Clerks, Contractors and Architects who submitted names for this publication. We desire, too, to express our regrets that it was not possible to reward *all* of you for your kindness.

Mr. Wilmanns' Letter

CHICAGO, Dec. 18, 1912.

Richards-Wilcox Mfg. Company, Aurora, Ill.

Gentlemen—Your favor of 14th inst. with enclosed check for \$25.60 received. I am agreeably surprised that my suggestion for the name "Doorways" for your proposed magazine, was favorably received. In making this suggestion it occurred to me to be the only logical name considering the products for which you are best known in the building business.

I have used a great many of your sliding door tracks and fire door equipments, with universal satisfaction, and that perhaps led to the above suggestion. You may be interested in knowing that your prediction was correct insofar as this is the first time I have entered such a contest.

I should certainly be pleased to receive your publication and assure you it will be read with interest.

Yours sincerely,

Aug. C. Wilmanns.



Our President and General Manager

THE general direction of every successful enterprise is in the hands of one or more men of marked ability for thinking and planning ahead. It is not enough for daily prob-

lems to be solved as they arrive, for the successful manager is one who can plan his affairs a few days, months or years ahead.

The general direction of the Richards-Wilcox Manufacturing Company is in the hands of one man, Mr. W. H. Fitch, and the success of this com-



W. H. FITCH

pany has been largely due to his keen business foresight and long-headed planning.

Mr. Fitch spent his early years on the farm in New York state, where he, no doubt, got his first ideas on how real Barn Door Hangers should be made. With a liberal education and a good sprinkling of knowledge gained from the school of experience, he entered the employ of the Wilcox Manufacturing Company at Aurora in 1892 at the nominal salary of \$35.00 a month. Here he learned the business of manufacturing door hangers, mounted grindstones and various other hardware specialties from the ground up, and later became a stockholder and vice-president.

In 1903 Mr. Fitch and others organized the Richards Manufacturing Company of Aurora, and under his able direction this Company forged rapidly to the front and soon became one of the leading manufacturers in this line. On Jan. 1, 1911, the business of the Wilcox Manufacturing Company was taken over, thus making the present company the largest of its kind in the world.





Advertising Talks

THESE two pages, (and more if required) in each issue of "Door Ways" will be devoted to talks on the subject of advertising. We are going to make these talks just as meaty as we are able to, and we hope you will derive benefit from them.

Talk No. 1-Advertising That Pays

The other evening I was talking to a friend about his advertising. He told me he didn't do any; that he had been in the same location for 28 years, and every one knew him and knew where he was located. When a man has reached that point I know that there is no use talking to him—he has reached the point where he is not interested in his business and is simply a "hanger-on," probably because he cannot afford to close up, for a man who has been in business for 28 years and hasn't advertised is not apt to have a fortune to retire on. I could have mentioned several arguments to him, could have cited his young competitors who had been in business only 12 years but had moved three times-into larger quarters each time. They had not stayed in the same place, where everybody knew them; they had advertised and grown into new fields where they had to introduce themselves. I could have given this "everybody knows me" merchant any number of arguments, but he gave me the best argument himself that evening after supper. sprinkling some commercial fertilizer on his lawn, and as I watched him an idea struck me. I strolled over to where he was and asked him what he was doing. course, I knew, but I wanted him to give speech to my advertising argument. "I sowed some grass seed here the other night and now I'm putting on some fertilizer. About tomorrow I'll begin to sprinkle it, and then, in a couple of weeks, you'll see the finest lawn in the block." "Didn't you have any grass there before?" I asked, with as green a look as I could assume. "Of course, I did; but you can't expect the same grass to come up every year and be as good as it was last year, unless you help it out with new life." "Jones," I said, "that may be all right, but that grass has been here ever since your house was built, 28 years ago, and everybody knows it's grass, even if it shouldn't be as green or as thick as your neighbor's." As I walked home I wondered if he would see the connection.—Reprinted from the "American Artisan and Hardware Record."

About Our Advertising

A well directed advertising campaign will increase the sales of any product, but beyond



increased sales, the right kind of advertising has a far reaching effect. It standardizes the product; it establishes a sale of the article on a firm foundation; it puts the article advertised on a basis where the dealer that handles it will not have to contend with unfair competition; it enables the dealer to maintain a price that is at all times profitable; and it also helps the dealer to decrease his selling cost.

Now the benefit that the dealer will derive from the advertising that we are doing is limited only by the amount of co-operation he extends. If the dealer will focus the attention of our national advertising on his store, will let the people in his community know that he is the distributor for our product and will take advantage of our "sales helps," he is going to get the lion's share of the profits that our advertising is going to put into the cash registers of our dealers.

We have inaugurated the biggest advertising campaign that has ever been attempted by any manufacturer in our particular line; and all our advertising and all our efforts will be to influence sales through the dealers that sell our product.

In our advertising, we request prospective buyers to send for our booklet "Why you should and how you can have perfect operating barn doors."

This booklet, together with a lot of literature that we have prepared, will be mailed from time to time to the consumer, but in every piece of literature that goes out we strongly urge that the inquirer purchase the R-W door hangers from his dealer, as we sell only through dealers and not to the consumer. In other words, the space that we use in papers to influence sales for you merely constitutes but a small part of the work that we are going to do for you.

Now in consideration of all this, we feel that we are justly entitled to expect the most hearty support from every dealer and we know positively that the advertising campaign we have outlined will make Richards-Wilcox the most profitable line of door hangers any dealer can sell.

The Farm Papers in which our advertising will appear have a total circulation of 3,418,000. This means that we will reach 50%, or one in every two farms in the United States, and by everlast-

Continued on Page Ten



You are in the Gai

So you ought to be interested in the well Don't turn the page till you've looke



R-W 20

Gem Trolley Roller Bearing Barn Door Hanger

Water-Proof — Sparrow-Proof Jump-Proof

A PRON, 6 inches long, 3½ inches wide and ½-inch thick. Hangen have lateral adjustment for doors 1½ to 2½ inches thick. Track can be attached to side or ceiling supports, and is furnished in any length up to ten feet in one piece. A pair of

hangers consists of two hangers and carriers, one center and two end brackets, lag bolts for brackets and carriage bolts for hangers. Weight hangers, per pair, 10 pounds; track, per foot, 1\frac{1}{3} pounds.

Hangers, lateral adjustment, per p	air							\$2.5
Extra brackets, each								
No. 31 trolley track, per foot								



R-W 122 "Royal" Trolley Ball-Bear ing House Door Hanger

hanger designed for fine residences, apartments, etc. Perfectly noiseless, hard maple runway, ballbearing wheels, center hung with weight evenly distributed. Adjustment in both hanger and track. Track can be easily removed after walls are plastered. Wood header furnished with track.

	DOUBLE DOORS		SINGLE DOORS	
No.	SIZE OF OPENING	LIST No.	SIZE OF OPENING	L
24	4 feet	\$ 8.00 123	21 feet	\$4.
241	41 feet	8.00 13	3 feet	4.
25	5 feet	8.00 134	3 feet	4.
25₺	5 feet	8.00 14	4 feet	4.
26	6 feet	8.00 144	41 feet	5.
26±	6 feet	8.40 15	5 feet	5.
27	7 feet	8.75 154	51 feet	5.
278	7½ feet	9.15 16	6 feet	6.
28	8 feet	9.50 16}	6 feet	6.
29	9 feet	10.25 17	7 feet	7
210	10 feet	11.00 174	7½ feet	77
		18	8 feet	7.

Hangers for double doors, without track . . \$3.50

Hangers for single doors, without track . . \$1.

of Profit-Getting

rtised, good selling items listed below. over. Discounts quoted on request.



R-W 400

Victor Tubular Frame Grindstone

BUILT on up-to-date mechanical principles. Stone guaranteed best quality Berea grit for general grinding. Ballbearing journals, Ball-bearing crank attachment. Adjustable seat. Regular size stone, 19 to 22 inches, 2 to 2½ inches thick.

Shipped knocked down. Well crated with stone protected Shipping weight, 90 pounds. Finish, red and black enamel.

PRICE LIST



R-W 025 King Tubular Steel

A DJUSTABLE seat, 4 to 5 inches vertically. Stone movable horizontally on frame to suit convenience of operator. Frame being slightly flexible, it adjusts itself to uneven floors or surfaces. Rigid and easily set up. Bi-treadle, with power properly applied. Hinged connection with ball-bearings on crank. Ballbearings in journals. Frame is nar-

Grindstone

row at top making it convenient to apply power, and spread at base giving greater rigidity. Crated complete, like No. 400 grindstone with face of stone protected. Made in one size, average weight of stone 60 pounds, 20 to 22 inches in diameter, by 2-inch face. Shipping weight 90 pounds. Japanned finish in red or black. Frames will carry larger stones—to 28-inch diameter if wanted and will be quoted on application.

PRICE LIST





About Our Advertising

Continued from Page Seven

ingly keeping at them, we are going to convince these farmers that the R-W is the only door

hanger for them to buy.

Our advertising in the Architectural and Building papers reaches practically every representative Architect and Contractor in the United States and Canada, so you see we are covering the field thoroughly.

Our advertising department has in store a lot of good things and special propositions for dealers who want to take advantage of the work we

have outlined.

Write for these "sales helps" today. The request will in no way obligate you and you will learn the "whys" and "wherefores" about the most profitable line of door hangers that you can carry, and how to rapidly increase your sales and profits.

The Advertising Link

Advertising is one of the three links in the business chain.

The other two are Right Goods and Right Service.

The best Advertising on earth will not compensate for weakness in the other two links.

Tribune Wisdom

"Continuous advertising helps to make the small business big; the big business bigger; and the biggest business safe.

"Advertising insures to you an established price that you can count on and a fixed profit you can

count up."—Chicago Tribune.

Everybody Reads Ads

First Jeweler—I have had proved to me that advertising brings results.

Second Jeweler—How?

First Jeweler—Yesterday evening I advertised for a watchman, and during the night my shop was ransacked by burglars.



Helpful Letters for You

GOOD hardware dealer always keeps his eyes and ears wide open to discover what is going on in building circles. When he locates a prospect he should start a systematic and persistent solicitation on him. This means adopted and carried out to the letter, will make the profit side of his ledger show a nice increase at the year's end. Here are two helpful letters which can be put to good use when a prospective builder is found.

Introductory Letter No. 1

Dear Sir:

We understand that you are contemplating building a (barn, residence or garage) and wish to extend to you a cordial invitation to pay our store a visit.

Our business is to serve you in the right selection of hardware and other building material which you will require in our line.

Our stock has been selected with the utmost care, and we can, no doubt, show you the various items you wish to inspect.

We also have a fund of information at your disposal which may prove valuable—we charge nothing for it.

So come in and see us—you will receive courteous treatment and we are sure, will have no trouble in finding just what you want in our store.

Yours very truly,

Jones & Company.

Follow-Up Letter No. 2

Dear Sir:

Not having had the pleasure of a call from you, nor of receiving a response to our former communication, we presume you are not quite ready to take up the matter of building hardware for your new (residence, barn or garage).

However, we know that you want quality hardware, and that is why we would like to have you come in now and inspect our line. We know, too, that our broad knowledge of just the material you will require will be of benefit to you.

You can depend not only on our hardware—but on our word as well. We will give you the best values obtainable anywhere, and our prices are reasonable.

Investigate, that's all we ask.

Yours very truly,

772105 Jones & Company







Chats With the Clerk

HERE is nothing to cause comment in the green stalk of the lily, but when it bursts into a flower we say, "How wonderful!" The wonder lies not in the flower but in the processes behind it, which are daily at work in the green stalk.

There is little to arouse enthusiasm in the daily round of a surgeon until that day when he saves a life by a show of superb skill. The daily rounds made the work of "that day" possible, for the processes were in action of which the famous operation was but the natural result.

What I am getting at is this. We, who are working for someone else must realize that we do not "get there" in a second, and that we will never "get there" unless the processes of "get there" are at work in every department of ourselves.

Whenever we wake up and discover that someone is famous, so to speak, we rub our sleepy eyes and say, "Thunder, I have known him all my life, and didn't think he ever amounted to much." But, just the same, he must have been "sawing wood" all the time.

Sure thing, he was "sawing wood." He was developing with every task he undertook, and when the green stalk was ready, out came the flower.

Short cuts to "that day" when we find ourselves a success are few and far between, although too many fellows try them.

Responsibility

YOU can take a man's measure from his will-ingness to assume responsibility. When a responsibility is offered you, if it be one that means anything and will really permit you to serve, don't shirk. Take it and ask for more; nay, show that you are capable of assuming more. The trouble with too many men is that they cannot forget their individual rights for a moment and assume the responsibility of their employer's welfare. You should feel that the whole weight of the institution is resting on your shoulders. Don't

fear, if you are serious about it, no one will accuse you of conceit. Just remember that the fate of the business rests on your shoulders, and work as though you meant to see it through.—The Caxton.

The Man Who Delivers the Goods

THERE'S a man in the world who is never turned down, wherever he chances to stray; he gets the glad hand in the populous town, or out where the farmers make hay; he is greeted with pleasure on deserts of sand, and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's the Man Who Delivers the Goods. The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain; and they haven't their lanterns at night; men tire of the failures who fill with their sighs the air of their own neighborhoods; there's the man who is greeted with love-lighted eyes—he's—The Man Who Delivers the Goods. One fellow is lazy, and watches the clock, and waits for the whistle to blow; one has a hammer, with which he will knock, and one tells the story of woe; and one, if requested, to travel a mile, will measure the perches and roods; but one does his stunt with a whistle or smile—he's the Man Who Delivers the Goods. One man is afraid he'll labor too hard—the world isn't yearning for such; and one man is ever alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods, so it's hey for the joyous and rollicking lad-for the One Who Delivers the Goods!—The Caxton.

Philistine Philosophy

Nobody ever becomes a nervous wreck while he is succeeding, no matter how hard he works. He goes by the board only when the tide turns against him or when he quits work to have a good time.



RW

Put Your Advertising Effort Where it Will Do the Most Good

F THERE is tight money anywhere in 1913, it will not be on the farm.

The year 1913 promises to be the biggest "order" year the country has ever seen. The farmer who has just harvested the greatest crop



ever raised in America is ready to pay out part of his surplus income for the luxuries which he has promised himself so long.

He is going to do a lot of building this spring, so right now is the time to post him on the good qualities of Richards-Wilcox Door Hangers.

Every farm owner in your community should have a copy of the little booklet illustrated on this page. We are willing to do our part in

placing it in his hands, and will either furnish you with a quantity imprinted with your name to distribute, or we will mail the books direct from this office to any names of farm owners you will send us.

Now, don't put off this matter—let us have your request today for the number of books you can use—or make up a list of the farm owners in your community, send them to us at once, and we'll mail them the book direct.

Stenographer

Recently a paper published this item: "The business man of this town who is in the habit of hugging his stenographer had better quit, or we will publish his name." The next day thirty-seven business men called at the office, paid up their subscriptions a year in advance, left thirty-seven columns of advertising to run t. f., and told the editor not to pay any attention to foolish stories.

Just for Fun

Making It All Right

Millionaire (to ragged beggar)—You ask alms and do not even take your hat off. Is that

the proper way to beg?

Beggar—Pardon me, sir. A policeman is looking at us from across the street. If I take my hat off he'll arrest me for begging; as it is, he naturally takes us for old friends.—Fliegende Blaetter.

Troubled Waters

Capt. Joe Waters, a Kansas attorney, tried a case at Council Grove not long ago. The captain was up against it; and he turned on the tears and let them flow unrestrained while depicting the woes of his client. It was a great and tearful speech. In the middle of it a brother attorney who was sitting by was observed taking off his shoes.

"What are you doing that for?" asked another

lawver.

"By gum," replied the lawyer who was removing his shoes, "I'm getting ready to wade out. It's right sloppy round here already—and Joe ain't half through!"—Saturday Evening Post.

Just One Thing After Another

Chug-chug! Br-r-r! br-r-r! Honk-honk!

Gilligillug-gilligillug!

The pedestrian paused at the intersection of

two busy cross-streets and looked about.

An automobile was rushing at him from one direction, a motor cycle from another, an auto truck was coming from behind, and a taxicab was speedily approaching.

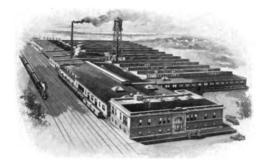
Zip-zip! Zing-glug!

He looked up and saw directly above him a

runaway airship in rapid descent.

There was but one chance. He was standing upon a manhole cover. Quickly seizing it, he lifted the lid and jumped into the hole— just in time to be run over by a subway train.—Lippincott's.





MAIN OFFICE AND WORKS

The Richards-Wilcox Mfg. Co.

BRANCHES:

New York, Boston, Philadelphia, Chicago, St. Louis

Our Products:

Sliding Door Hangers for Public Buildings, Houses, Garages, Auditorium Folding Doors, Barns, Warehouses, Elevator Doors, School Houses

> Automatic Fire Door Fixtures

Overhead Trolley Carrying Systems

Rolling Store Ladders, Steel Store Shelving

> Mounted Grindstones Family Grindstones Emery Grinders

Manual Training Benches Woodworkers Vises

Pipe and Ratchet Wrenches

Folding Steering Sleds

Wagon Jacks

Wire Fence Stretchers

Auto Luggage Carriers

Screen Door Catches

Sliding Door Locks

Door Holders

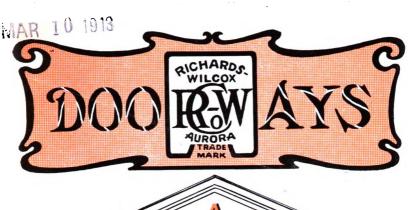
Expansion Bolts

Stay Rollers

Corner Irons

Foot Scrapers

Steel Hatchets



HANGER FOR ANY DOOR THAT SLIDES

1912 was the best year in tory. Our December business was larger than that of any previous month.

We enter 1913 with a larger volume of business in unfilled orders on our books, than in any previous year.

This record of results is our strongest evidence that our products and our service meet the approval of our patrons, whose interests we endeavor to promote for mutual good.

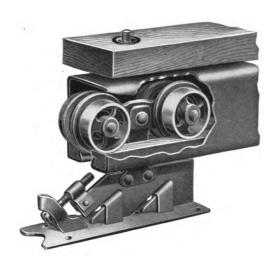
We desire to thank everyone who assisted in producing these results.

W.R. fireti

President & General Manager.



No. 221 R-W Advance House Door Hanger



DESIGNED for the best class of residences and apartment buildings. Has wide tread on wheels, which run on hard maple track. Four wheel truck. Pendant hung from exact centre, distributing weight of door evenly, insuring true and noiseless operation. Easy and quick adjustment in both hanger and track.

Write for Prices

-PUBLISHED BY-

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.
Copyright 1913

Volume 1

FEBRUARY, 1913

Number 2

ARCHITECTS AND CONTRACTORS will find an interesting and valuable article treating on the installation of accordion door hangers in this number. See page 10.

HARDWARE MEN—Do not overlook page 14.

Store Service

STORE service is more than the making of the sale, the waiting on a customer, the showing of goods. It is also the delivery of those goods by the time when they were promised. It would do the management of some stores a world of good could they but listen to the remarks made by their good customers when the day has come to a close and the article expected and promised has not arrived.

In your case, Mr. Hardware Dealer, it may only be a few pounds of nails that some contractor telephoned for during his noon hour and asked to have delivered by three o'clock, but how many future dollars' worth of business their absence may destroy if he has to stop on a certain job and find other work to set his men at.

I know of stores where the clerks will glibly promise any delivery you ask for, but the promise is never kept. They seem to feel that failure to promise anything, no matter how unreasonable, might hurt a sale, not once thinking that this unkept promise may lose a dozen sales for their house, when the plain truth, that delivery cannot be made before such and such an hour, won't hurt one sale in fifty.

The store that refuses to make promises that can't be kept, but keeps every promise made, seems somehow to get the confidence of folks, most of whom, after all, aren't inclined to be unreasonable in all matters.

The Business Outlook

THE tremendous impetus which our crop production has given trade and industry is now noticeable in almost every line of endeavor in the country."

So says a leading expert on business conditions.

An acute revival is taking place—in spite of a semibreak-down of financial Europe—in spite of apprehension caused by the Balkan war—in spite of our own recent political campaign.

Our crops are over-whelming. The weather has been ideal for moving them.

Corn has passed the 3,000,000,000 bushel mark, for the first time in history.

Other crops, almost without exception, are setting records.

United States Steel Corporation unfilled orders have grown over 1,000,000 tons since election.

There is not the slightest let-up in the fold of steel buying.

Many leading makers are unable to promise delivery before the third and fourth quarters of 1913.

Thousand of tons of steel work are being turned down daily by the mills—due solely to inability to deliver.

Premiums of from \$3 to \$8 a ton above current quotations in certain classes of steel are being reaped by companies able to make deliveries this year.

The railroads are now using about 60% of the total tonnage of the country, in contrast to about 15% during the days of the dull period.

And the steel is the indicator.

Evidently the country is not worrying about the tariff. There is no doubt that the new administration will be conservative and cautious in working out a wise revision.

Manufacturers and merchants all over the country feel that business generally has been so thoroughly liquidated and stocks of merchandise so greatly reduced that moderate changes are not likely to cause more than a temporary disturbance, if any.

What slight uncertainty there is in this direction is to be put at rest early by the extraordinary session of Congress which the President-elect has promised to call.

All signs point to a rosy 1913.



Our Secretary and Treasurer

MR. JONES was born October 22, 1870, at Big Rock, Kane County, Ill., where his father owned a farm. At the age of 19 he came to Aurora to attend Jennings Seminary and after graduating from that institution became interested in Y. M. C. A. work,



MILTON D. JONES

and for two years served as Assistant Secretary in the Aurora Y. M. C. A.

In 1894 he was initiated into the manufacturing game, when he began work for the Bostedo Pneumatic Tube Co. of Chicago. By close application to his duties, hard work, and the use of good judgment, he rapidly advanced from a stenographic position to Advertising Manager, later to Sales and Advertising Manager, and when the company sold out five years later, was Secretary and Manager.

He helped organize the National Pneumatic Service Co., of Chicago, of which he was Secretary and Manager. In 1906 he disposed of his interest in this concern to become associated with the Richards Mfg. Co., Aurora, which had been organized about three years. In 1909 he was elected Secretary and Treasurer of this company to which office he was re-elected in 1911, when the business of the Wilcox Mfg. Co. was acquired and the company reorganized under its present name.

His active work has been in the sales and advertising departments and aside from his present official duties he acts as Sales Manager. In the supervision of our salesmen, Mr. Jones combines firmness with kindness, tact and diplomacy—he does not believe in driving men, but on the contrary obtains best results by co-operation, encouragement and suggestion. He commands the respect and good will of the men and has a strong grip on their affections. This makes for harmony and inspires a splendid spirit of loyalty, enthusiasm and determination on the part of each man to do his level best.

In general business he is progressive, broad-minded and far-seeing. He stands high in the esteem of all who know him.

Advertising Talks

Consider the Reader's Eye in Making up Your Advertisements

THE eye receives but little at one time. The observing reader will note that an "eye full" is never more than three or four words, no matter what the size of the type may be, therefore the shrewd advertiser will seek to put the vital and important element of his ad into such form as to enable the eye to encompass it with the least possible effort.

We read from left to right by means of a series of jumps from one focusing point to another and the farther these jumps be extended to the right the more effort they require, from which fact the advertiser has learned to use short lines unless his type be unusually large. The scientist tells us that the eye prefers an eight or ten point type, a line a little less than four inches in length.

The advertiser talks to the masses. The non-advertiser talks to the individual. While the non-advertiser is making friends with his neighbor the advertiser is reaching into the pockets of the entire neighborhood as well as the neighbor.

Advertising is simply telling the people of your community the things you want them to know about the goods you want them to buy from you.

Its purpose is to awaken an interest in the things you sell; to explain their value to the customer, to create a desire for possession, to bring the people to your store.

To convince them of the worth of your store, your service, to that community.

You cannot expect marked results in a day, a week or a month.

It is the constant plugging, the keeping-everlastinglyat-it, the persistent telling of your business story, that wins.

We're Working With You

A NY manufacturer who carries on an advertising campaign entirely in his own interest, ignoring the dealer and his wants and wishes, may seem to win out for a time. But in the long run he loses. To achieve permanent success the manufacturer must look "through the dealer's spectacles."

The biggest and most successful advertisers work hand in hand with their dealers—they help them to place their products in the consumers' hands at a good profit.

This is exactly what we are doing. Mr. Hardware Dealer—we are helping you through our advertising in Agricultural, Architectural and Building papers to place the goods we sell you, in the hands of consumers, at a good profit.

Every inquiry we receive, whether it be from an Architect, Contractor, Carpenter or Farmer, is not only turned over to you for investigation, but we refer to your store in our letter answering this inquiry, and follow it up strenuously in your interest too.

In other words, we are working with you—of course we are also working at you, for we want new dealers, too. But we spent \$4.00 in working with you, where we spend \$1.00 in working at you.

Free Newspaper Electros

Newspaper electros illustrating any of our various products, will be furnished free to all of our dealers. We do not mean just cuts of the items alone, but regular six-inch single column and double column advertisements ready to hand right over to your local newspaper. We have already prepared some very attractive advertisements on our No. 20, 21 and 321 Barn Door Hangers, also Nos. 025 and 400 Grindstones. Send in your request now, before it slips your mind.

225 MILES OF TRACK. In 1912 we shipped more than 225 miles of No. 31 Trolley Track. In the month of December alone we received and shipped orders for 7,468 eight-foot pieces.

Our New Power Grindstone



No. 07 Richards-Wilcox Mogul Power Grindstone Furnished with Foot Pedal When Desired

This new Power Grindstone embodies several features which make it compel more than ordinary attention.

First, its frame is made of heavy angle steel, strongly braced, instead of ordinary cast-iron, preventing any possibility of breakage either in transit or actual use.

Second, the stone is mounted on perfect ball-bearing journals which are dust and grit proof.

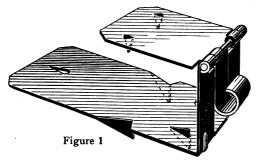
Third, equipped with heavy one-piece gray iron water-pan, from which the water can be drained by simply removing the plug provided for this purpose at the bottom. This overcomes the necessity of removing the water-pan to drain off the water, and alone is a feature which is found in no other power Grindstone, which saves the users considerable time and trouble. It is necessary to drain off the water when the stone is not in use, for if the stone is allowed to stand in water any length of time the submerged part becomes soft and will wear away rapidly. This throws the stone out of true and prevents efficient grinding.

Stone of best quality Berea grit, sizes 22-24 inches in diameter, 3 to 3½ inches thick. Pulleys 6 inches in diameter, 3-inch face. Has adjustable tool rests, with drip tray draining into water-pan. This is also a feature found in no other power Grindstone. Weight complete, 200 pounds.

Hand crank furnished with every stone.

Write for prices today.

No. 631 R-W Roof Scaffold Bracket



THIS new Roof Scaffold Bracket is so designed that it can be placed on the roof in a few seconds. It will not give way or split the shingles.

Stamped from heavy sheet steel.

Bottom plate has four half-inch sharp projecting lugs (See Fig. 1) which are forced into the roof when weight is applied to bracket preventing the bracket from slipping out of place. Top plate is strongly hinged to upright end of bottom plate, and has extending arm against which the 2 x 4 rests. When the 2 x 4 is pushed against the extending arm, the two sharp lugs projecting from the top plate are forced into the top of the 2 x 4, and hold it tightly and securely in place.

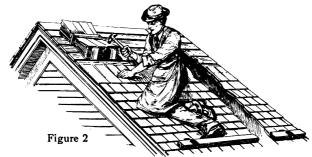


Fig. 2 shows the Richards-Wilcox Roof Scaffold Bracket in actual use. This bracket does not require any nails to hold it in place, or any hammering. The more weight you put on the bracket the better it takes hold. Brackets are placed about ten feet apart, and two brackets will carry four men on a roof.

This bracket can be used for repairing old roofs, as well as for new work, also in painting of roofs or

repairing of chimneys.

Accordion Folding Doors

THERE is nothing in a building that the architect, carpenter or contractor takes as much pleasure in as showing off to the owners a perfectly operating set of accordion folding doors.

We have prepared a complete set of blue prints, giving installation details of Richard-Wilcox Auditorium Door Hangers. You will find these blue-prints valuable in a great many ways, and as they have been gotten up especially for your benefit, we hope that you will send in your request for your set today.

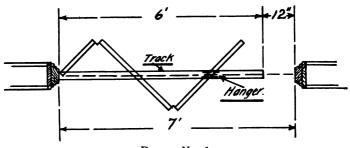
The Architect, who is supposed to be possessed of a universal knowledge of everything, is the one who receives the brunt of the blame when the folding doors operate unsatisfactorily, and for this reason he will find our blue-prints especially interesting and helpful.

In the following paragraphs we are going to give you some information on the subject of Accordion Door Hanger installation.

Number of Hangers Required—Four wheel hangers are preferable and when used one hanger is applied to each alternate door beginning with the door farthest from half-door. Our No. 135 or No. 335 Hangers are suitable for this purpose, and will be found absolutely reliable and satisfactory. If it is desirable to install a hanger on each door a two-wheel hanger is, of course, necessary, and we can highly recommend our No. 137 Hanger for this purpose.

Detail No. 1 shows two full width doors and one half-width door. One hanger only is required for this number of doors, and is to be applied to door farthest from half-door.

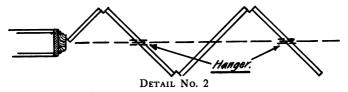
Detail No. 2 shows three full width doors and one half-width door. Two Hangers are required for this



DETAIL No. 1

number of doors, hangers to be applied to every alternate door beginning with door farthest from half-door.

Detail No. 1 shows that a piece of six-foot track is needed. At end of opening farthest from hinge jamb a one-foot space should be left between end of track and jamb. Below this point fit a removable section of



soffit to enable the carpenter or contractor to remove or replace hanger. Detail No. 1 refers to a seven-

foot opening only.

Note—When doors are folded to both sides, two pieces of track are needed. In the center of opening a one-foot space should be left between ends of track, and below this point fit a removable section of soffit to enable the carpenter or contractor to replace or remove hanger.

Track brackets should be spaced 2-foot to $2\frac{1}{2}$ -foot centers, according to weight of doors. First three brackets over half-door should be spaced 1-foot to

 $1\frac{1}{2}$ -foot centers.

FULL SIZED DOORS—The width of full size doors and half doors depend upon the size, style and location of butt, thickness of doors and size of hanger used. Below we give rules which may be followed in deter-

mining size of doors.

All full size doors must be exactly the same width, with edges perfectly parallel and at right angles to top and bottom of door. Doors should not exceed 3 feet in width. To determine width of full size doors, add dimension "B" (from table) to clear width of opening (i. e., actual space to be filled by the doors) and divide this sum by the number of full size doors plus $\frac{1}{2}$.

Example: Clear width of opening 24 feet; thickness of doors 1\frac{3}{4} inches; number of full size doors 8; "B" for tight pin butts (from table) 1 inch; 24 feet plus 1 inch 289 inches; 289 \div 8\frac{1}{2} 34 inches,

width of full size doors.

HALF DOOR—Width of half door=\frac{1}{2} width of full size door, less "B" from table.

In the above example, $34 \div 2 = 17$ inches $= \frac{1}{2}$ width of full size door. 17 - ``B'' = 17 - 1 = 16 inches. Width of half door.

HINGES—Care should be used to set hinges on same door exactly in line, observing dimension "A" in table below. Loose pin butts are preferable, but tight pin butts may be used when it is desirable to fold doors compactly as possible.

Hangers—Use one No. 135 or No. 335 hanger on every second door beginning with door farthest from half-door (Details 1 and 2). For No. 137 hangers, use one hanger on each full size door. Half doors do not require hangers. To set hangers, hinge doors together, fold them and strike a center line across top of all doors. Attach hangers on this line so that pendant is on the exact center of door, considering both width and thickness.

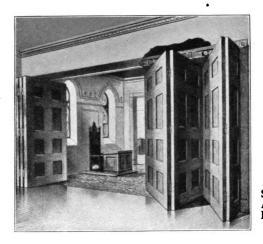
The table below has been prepared with the view of reducing the space between the doors when folded (as given in column "C") to the minimum which the hangers will allow.

Hanger Number	Thickness of doors	of butts	Distar center of to edge of "A	of door.	Distance edge of he to center hanger t	alf door line of	Space be- tween doors when folded "C"		
Hang		Size		Tight pin butts	Loose Pin butts	Tight pin butts	Loose Pinbutts	Tight Pin butts	
135-0	13"	3"13"	‡"	#"	15"	15"	2"	₹"	
135-01	13"	3±"x3±"	4"	1"	18"	1"	₫"	<i>‡</i> "	
135-1	2"	4" X 4"	#"	4"	14"	14"	2"	₹"	
135-1	24"	4"X4"	4"	\$"	18"	14"	₹"	4"	
135-2	22"	5"X5"	3"	3"	15"	15"	3"	3"	
335	13"	3"13"	‡"	4"	15"	15"	₹"	2"	
335	13"	3½"x3½"	4"	76"	18."	15"	≟"	#"	
137-0	13"	3"X 3"	4"	4"	15.	15"	₫"	1"	
137-1	13"	3½"x3½"	4"	4"	18"	18"	1"	2"	
137-2	2"	4"X4"	4"	1 10	14"	18"	1"	4"	
137-2	24"	4"14"	‡"	16.	13"	13."	2"	1"	

Further details are given in blue-prints we have prepared. Write for your set today.



Accordion Door Hangers



Sliding Accordion Doors

Mr. Hardware Dealer:

NE way to bring new profits to your store in 1913 is to stock our No. 135 Accordion Door Hanger. We have proved to the satisfaction of architects and contractors that this hanger is the "best" equipment to use where folding doors are installed. Read special article in this issue on subject of Accordion Door Hangers. See page 10.

This Hanger is fitted with a ball-bearing swivel and with vertical screw adjustment. Fibre or metal wheels.

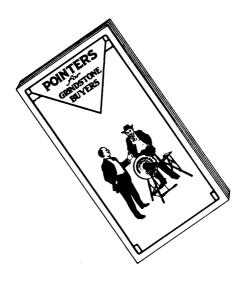


No. 135
Wilcox No. 291
R-W Accordion Door Hanger

Made in two sizes: No. 1 suitable for doors $1\frac{3}{4}$ to $2\frac{1}{4}$ inches thick; No. 2 for doors $2\frac{1}{4}$ to 3 inches. No. 1, distance from top of door to heading timber is $4\frac{3}{4}$ inches; No. 2, distance from top of door to heading timber is $7\frac{3}{4}$ inches.

No. 1 swivel hangers for No. 31 track, each	.\$3.00
No. 2 swivel hangers for No. 33 track, each	
No. 31 track, per foot	
No. 33 track, per foot	60
Special split-ceiling brackets for No. 31 track	30
Special split-ceiling brackets for No. 33 track	75
Discounts quoted on request.	

This Booklet Will Get Orders for You



YOU can increase your grindstone sales by the proper distribution of our new 24-page, envelope size Grindstone Booklet. Either send us a list of the farmers in your community and we'll mail the books direct to them, mentioning you in doing so, or let us know how many books you want and we'll send them by return prepaid express to you.

We have also issued a very attractive Barn Door Hanger Booklet. This was brought to your attention in the last issue of "DooR-Ways." Both of the books distributed in your neighborhood now, mean bigger Spring sales for you on Door Hangers and Grindstones.

Send your request today.

Mailing Slips to Enclose With Your Monthly Statements

We have mailing slips illustrating and describing every one of our various products and we'll be glad to send you as many as you require to cover your mailing list, or to enclose with your monthly statements. Send your request along.

Just for Fun

They Kept Some

"Mose, do your neighbors keep chickens?"

"Well-er-huh-huh. They keeps as many as they kin. Yassuh."

Just as Good

Wild-Eyed Customer: I want a quarter's worth of carbolic acid.

Clerk: This is a hardware store. But we have-er-a fine line of ropes, revolvers and razors.

A Woman's Convention

"Now do you understand the issues thoroughly, Mabel?"

"Oh, yes, I watch that woman in the purple hobble. Every time she stands up I vote aye."

No Wonder

"Oh, papa," exclaimed the young girl; "That pretty plant I had sitting on the piano is dead."
"Well, I don't wonder," was all the father said.

What He Wanted to Know

"This line in your hand," said the palmist, "indi-

cates that you have a brilliant future before you."

"I know that, all right," responded the man who had just parted company with two dollars for a reading, "what I want you to tell me is how I can catch up with it."

Little by Little

"Do you remember that ancient hero who trained himself by carrying a calf a certain distance each day?"

"Yes, the calf grew day by day, and the athlete eventually found himself able to carry a full-grown ox."

"Just so. Well, I'm going to try that scheme under modern conditions. I'll start with the Monday paper, and maybe by the end of the week, I'll be able to carry the Sunday paper home."

No. 20 R-W Gem Barn Door Hanger



BARN Door Hangers that look like this one may be made by many manufacturers. But hangers that stand the wear and tear like this one, are made only by the

Richards-Wilcox Mfg. Co.

R-W Door Hangers are made upon a quality basis and give to their users an added service that can only come from better materials and workmanship.

Sell Door Hangers Bearing the R-W Trade Mark

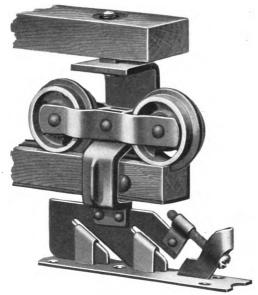


Thirty-Three Years Experience

In the manufacture of Sliding Door Hangers has enabled us to meet every requirement.

A Hanger for Any Door That Slides

Is our slogan, and that it is well founded will be apparent to anyone after they have glanced through our general catalog.



NO. 122 LE ROY BALL-BEARING HOUSE DOOR HANGER

Our different types of Door Hangers are simply but efficiently built.

A Richards-Wilcox Door Hanger is always on duty.

Write today for catalog.

Richards-Wilcox Mfg. Co.
AURORA, ILLINOIS, U. S. A.



-PUBLISHED BY-

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Volume 1

MARCH, 1913

Number 3

FREE FOR ALL CONTEST \$100 in Prizes

First Prize \$50 — Second Prize \$30 — Third Prize \$20

The Advantages and Convenience of Sliding Doors in the Modern Home

FOR a 200-word article on the above subject, setting forth the best, not the most, understand, but the best reasons why homes should be equipped with Sliding Doors, we offer a prize of \$50.00; for the second best article, \$30.00; and for the third best article, \$20.00.

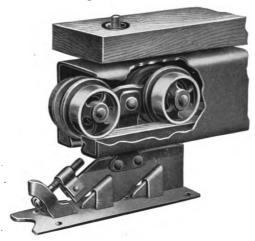
This contest is open to all hardware dealers, architects, contractors, carpenters and any one connected with firms in these lines, including wives, mothers and sweethearts. No partiality will be shown to anybody—your chances are just as good as the other fellow's, no matter who you are or where you live.

Names of all contestants will be withheld from judges, so write your article on a blank sheet of paper—do not sign it. Mail it to us with an explanatory letter. Your letter and paper will be given a corresponding number and your name placed on the list on contestants accordingly.

All articles submitted must reach us by May 15th. The names of the winners and judges will be announced and the three best articles published, in the June issue of "DooR-WAYS."

Remember you must confine your article to 200 words.

Hundreds of thousands of Richards-Wilcox House Door Hangers are now in use. The demand is constantly increasing. But still you wonder, and so do we, why so many homes are being built today and not equipped with Sliding Doors. There might be some reason for this if the design and construction of the House Door Hanger had not been improved from time to time in keeping with the advancement and



NO. 221
R-W ADVANCE HOUSE DOOR HANGER
(Designed For the Best Class of Residences and Apartment Buildings)

refinement of the modern American home. Now that it is possible, however, for the prospective home builder to secure a modern ball-bearing hanger, one that will operate perfectly and noiselessly, year in and year out, over a wood lined, strongly and properly designed, adjustable and removable track, we can but conclude that he is not aware of the advantages and conveniences Sliding Doors would afford in the home.

To cut a long story short, we are going to acquaint the home builder through an extensive educational campaign with the many advantages of Sliding Doors. This prize contest mentioned above is our first step. Frankly, its purpose is not only to secure your reasons why Sliding Doors should be installed in the home, but to stimulate interest in the use of House Door Hangers all along the line, as well as in our campaign.

We would like to see everybody enter this contest in dead earnest—determined to pull down the \$50.00 prize. Write your reasons in plain English—the kind

you use every day in the week.

Profit on What We Sell

By MR. HARRY DE JOANNIS BUILDING AGE, CHICAGO

When we asked Mr. Joannis to write an article for DooR-WAYS, he said he would try. His "try" sounds good—and we hope he'll try again.—Editor.

I USE these five words in contradistinction to "Profit on things that sell themselves." Most of us are content to sell too little. We fall into the rut of thinking that the customer is anxious to buy raw material—hardware by the pound and not knowledge by the volt and service by the ampere.

The fact is that man innately desires the best or at any rate he can easily be led to be conscious of such desire. It is true that he may start out to buy with the word "Price" on his lips but that is largely because

he is ignorant of the higher values.

We can only sell as much as we know and can only profit in the selling according to the quality of the

knowledge.

There are dealers who will sell hangers for doors that slide. There are more astute dealers who will see to it that every door shall slide that should slide, and they will get treble the business that the first class of dealers do by virtue of the knowledge of conditions of service.

Every customer that enters the store or with whom we come in contact has conditions of needed service that we can remedy or supply. Oftimes we can discover these by means of our display system. Samples in the drawer are only samples in the drawer. draw nothing but dirt, interest and depreciation. is a good thing to have a fair-sized weekly bulletin board with glass in front and green burlap lining in which a graded line of goods can be shown with some clearly printed pointers about the merits and uses of Many customers have to wait a few minutes for service or completion of order and every man welcomes the opportunity of obtaining fresh knowledge or reinforcing the knowledge he already possesses. If brains are used as well as hands in the arrangement of such a board, there will be additional profit in the selling. From such a display board has been created many an inspiration for a 100 horse-power window display.

Fundamentally we are selling service. Service is proportionate to knowledge and sincerity of desire. We must know people, our goods and ourselves, espe-

cially the last.

Advertising Talks

YOUR advertising can go out and work for you, but it cannot carry a club.

An illustration in an advertisement is nearly always

good; a mere picture very seldom is.

Humor in advertising is like rum in tea—it appeals to only a few people, and to them only once in a while.

The buyer is not apt to believe that your goods are better than the appearance of the package indicates.

An advertiser who does not learn all he can about his public will save money by ceasing to be an advertiser.

The advertising which is bashful because it fears to give competitors information, ought to be written out in manuscript and circulated by special messenger.

The brilliant and showy advertisement very probably will make you exclaim at its cleverness—but you buy the goods which are advertised to you with definite

reasons why you should use them.

Honest advertising is true in essence as well as in fact. It contains no statement which can be misconstrued to cast a better light on the thing advertised than is justified by facts. Advertising which does not live up to this definition of honesty may bring immediate returns; it is not likely to make future sales, and it is very likely indeed to prevent future sales. It stands no show whatever against the honest ad which makes future sales as dollars make compound interest.

The Ad-Man's Nightmare

Budweiser's a Friend of Wilson's—That's all—That the Name Implies.

His Master's Voice Comes out Like a Ribbon and

It Floats While You Sleep.

He Won't Be Happy Till He Gets That Tired

Feeling That Made Milwaukee Famous.

A Cube Makes a Cup that Chases Dirt That Won't Come Off. Best and Goes Farthest On the Road of Anthracite.

Good Morning—Have You a Little Fairy that Don't Know Beans? Don't Shout.

Ask the Man to Let the Gold Dust Twins Hammer

the Ham What Am Best in the Long Run.

A Kalamazoo Direct to the Strength of Gibraltar Makes Hard Roads Easy for 57 Varieties of 20-Mule Team.

Team Work Wins

A CERTAIN Saturday last Fall, a young man by the name of Bedient was in the public eye. He had pitched the game in which Boston defeated New York. Across the continent went cheers for the youth

who had won a great victory. And it was a great victory. But Bedient didn't win the game himself.

Eight Others Helped

Bedient struck out four men. In doing this he was materially aided by the skillful catcher who stood behind the bat to receive the bombardment which the young pitcher shot into him.

Thirty New York men went to the bat. Four struck out; hence 26

of the Giants were retired from the game by players other than the pitcher.

Bedient pitched a wonderful game. No one would deny him the honor which came to him. But this honor does not belong to him alone. If a scrub nine had been behind him, if the fielders and basemen of the Boston team had been less skillful, then a different tale might have been told.

Bedient won the game that Saturday, partly by his own skill, and partly by the team-work of the Boston club. The team which Jake Stahl has brought near the perfection mark, stood behind young Bedient ready to capture the ball each of the 26 times it needed to be captured.

Base ball calls for team work—all pulling together.

Team work wins anywhere—better team work between us, Mr. Hardware Dealer, will mean bigger and better Door Hanger and Grindstone profits. Do you know all about our sales helps which will increase your business on our lines—if not, write us—write us today.

Spring Specialties

Below we list a number of good selling Spring specialties which we manufacture. It will pay you to investigate them. Get prices today.

No. 244 Luggage Carriers.

No. 93 Steel Hatchets.

No. 240 Tackle Block and Self Locking Wire Stretcher.

No. 331 Wire Stretcher.

No. 181 Screen Door Catch.

No. 231 Steel Builders' Bracket.

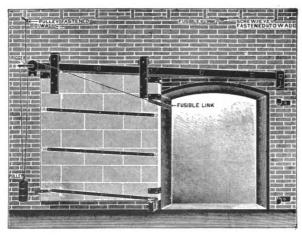
No. 130 Steel Wagon Jack.

No. 282 Malleable D's.

No. 210 Foot Scrapers for concrete steps and walks.

No. 631 Roof Scaffold Bracket.

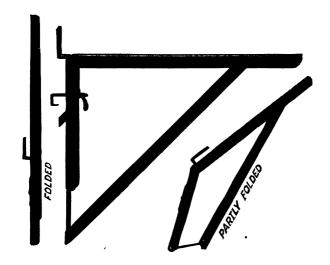
Underwriters Approved Fire Door Fixtures



NO. 102 RICHARDS-WILCOX MONARCH FIRE DOOR FIXTURE

Our latest fire door equipment catalog should be in the hands of all who are interested in this class of material. Mailed at once on request.

Richards-Wilcox Steel Folding Builders Bracket



Saves enough in time, labor and material on one job to pay for themselves. Will earn extra profits on all future jobs.

Perfectly safe, strong and durable. Sway brace makes side motion impossible. Handiest tool any builder ever used—always ready—easy to put up and take down—folds into compact form.

Let us have your request today for prices and further information.

Value of Criticism

Criticism is a good thing, but its value and effectiveness in righting wrong conditions, depend upon the intelligence and spirit with which the criticism is offered. By intelligence is meant a full knowledge and appreciation of facts and conditions surrounding that at which the criticism is directed and by spirit is meant the critic's attitude, whether one of prejudice and irritation or fairness and co-operation.—Credit Men's Bulletin.

Private Garages

THERE are very few American families that prefer living in a hotel to living in their own home. The average home owner does not consider for a moment the boarding of his animal—plug or thoroughbred that it may be—in a public livery barn. And in much the same light does the average motor car owner view the housing of his gasoline driven vehicle.

The car is part of the family and under all ordinary conditions (excepting those generally met with in the larger cities) should be kept at or near the home, rather than in a public garage.

The latter invariably includes with the car storage a certain number of unpleasant conditions likely to be encountered daily. The private garage offers relief from these—hence its growing popularity.

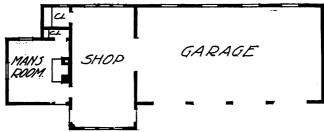
Carpenters and builders who have neglected to give much thought to garage construction are overlooking a decidedly profitable bit of business. The motor car is here to stay; no one can dispute that. As necessary to the motor car as gasoline or oil is the garage—and the drift is from the public to the private housing for the auto. So say the publishers of the American Carpenter and Builder Magazine.

Above all, it must be understood that primarily the garage is a building strictly for business and not merely to create a certain decorative effect for the back yard. No amount of pretty cornices, small-paneled windows or other attractive features will help if the machine cannot be run through the big door without scraping the mudguards, or crushing the top. The garage must be practical above all else. It can and should be made attractive in both exterior and interior as well. These facts kept in mind will result in a pleasing type of construction. Reference to the photographs, architects' perspectives and floor plans accompanying this article establish this.

The photographs are of the garage belonging to Mr. Walter Denegre, of West Manchester, Mass. Reference to the floor plan will show it is a garage constructed to accommodate four cars. A good sized shop is provided, as well as ample closet space and a

room for man. The right practice of providing each car space with individual entrance doors has been followed.

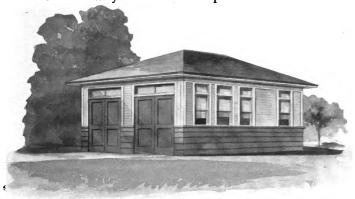




FLOOR PLAN

The type shown below is a two-car frame garage with man's room, work room and ample bench and closet space. The estimated cost of construction of this building ranges from \$700.00 to \$800.00.

It is most important in the construction of any sized garage, whether for public or private use, that certain features be always allowed and provided for.



Good light is essential, gasoline storage equipment should be placed at least $2\frac{1}{2}$ feet underground and outside of the walls of the building. The garage floor should be of concrete, sloping to and drained at center, or, as the later practice seems to be, to grade floor towards the door sufficiently so that a slight push given the car or cars will send them out. This would be most useful in case of fire, when there would probably not be time to get cars out under their own power and where shoving would be a dangerous as well as uncertain job.

Garage Sliding Door Hangers

To assist the builder in providing for the proper sliding door hangers in garage work, we illustrate the R-W Ball-Bearing Trolley Hangers and show various possibilities of handling the sliding door proposition. We recommend that you specify by number the hangers designated for various sizes or weights of doors so as to insure the satisfaction you are striving for.

What to Specify

No. $20\frac{1}{2}B$ Hangers for light doors weighing up to 300 pounds, (for No. 31 track).

No. $27\frac{1}{2}B$ Hangers for doors weighing 400 to 500 pounds, (for No. 31 track).

No. 28½B Hangers for doors weighing 500 to 600 pounds, (for No. 32 track).

No. 29½B Hangers for doors weighing 600 to 700 pounds, (for No. 232 track).

No. 123½B Hangers for doors weighing 700 to 800 pounds, (for No. 33 track).



NO. 29½ B GARAGE DOOR HANGER

Note—If any of the above hangers are to operate on curved trolley track, add the word "knuckle-joint" to above numbers in your specifications.

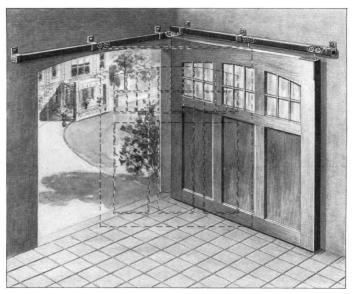
Side, ceiling, or special brackets furnished as needed.

[12]



A HANGER FOR ANY DOOR THAT SLIDES





HIS shows the use of Richards-Wilcox No. 235 Ball-Bearing Hangers, where for lack of room right angle doors are advisable. Hangers have vertical adjustment; metal wheels.

For door to lay flush to jamb, track over opening has to be slotted part way through at point where pendant of rear hanger on door comes, when door is in closed position.

For doors 1\frac{3}{4}-2 inches thick use No. 31 Trolley Track

For doors 2\frac{1}{4}-3 inches thick use No. 33 Trolley Track No. 235-1—Four-wheel hanger for No. 31 Track No. 235-2—Four-wheel hanger for No. 33 Track

No. 235-3—Two-wheel hanger for No. 31 Track

No. 235-4—Two-wheel hanger for No. 33 Track

Directions for Ordering No. 235 Outfits—Give size of opening, if one or two doors. Distance doors lap on jambs. Distance between jamb and wall. State thickness of doors.



4-WHEEL HANGER

When desired for use on double doors specify for each door one fourwheel truck for outer end of door and one twowheel truck for inner end (where doors meet center of opening). track at side wall is set on track above opening, the outer end hanger has extra long pendant. (See illustration above.)



2-WHEEL HANGER

Store Service

GOING to have a special sale of any kind, Mr. Farmer? Or have you some stock you want to sell? Do you want a hired man, or does your wife want a girl to help her in the house?

You can put an advertisement to that effect in Smith's Store News, and it will not cost you a cent.

We sell you postage stamps.

You can leave your packages here when in town.

You can meet your friends here.

Write your letters here—we furnish stationery.

There are plenty of chairs. Come in and rest and get warm, whether you want to buy or not.

It's too cold to play baseball now, but not too cold to talk about it. The boys have decided they will have another club in the field as soon as the weather will permit in the spring. Watch Smith's Store News for information regarding it.

The best way to make this the best little town in the state is to patronize home industries. Buy of your home store, for instance.

We'll cash your checks. You needn't bother about going to the bank to get your checks cashed. We will cash checks signed by any responsible person.

"You Can't Beat the Dutch"-Not Much

What a Genuine Milwaukee Dutchman Has to Say About Door-Ways

Mr. RICHYARD-WILGOCKS GOMBANY-

I chust got a glimbs off dat nu name wat you ar using about dat dore hanger wat yu call dore-wase. Vy diden yu don't yu let me no about it. I tink I cut suckchest somting bedder. Vy diden yu don't yu call it esedor, see how ese dat slids an efere Isidor pys it. Isidor Ipplemyer, he vil py sum sure and efen Isah Pilpendeggel vil py. Vy diden yu don't yu tel me off dis. Vat a pig mishtak yu mak.

Your frent,

JOSEPH HAVEPAMPEL.

rite me quik.

We wrote our friend, and were surprised to have our letter returned with this notice from the Post Office stamped on it: "Moved back to Germany."



Just for Fun

His Example



Teacher—Bobby, give me an example of the word

"damper."

Bobby (after a moment's thought)—Paw says maw is too damperticular about his feet bein' wiped.—
Boston Transcript.

Obedient to the Law



Mrs. Newwed—Bridget, I saw you kiss that man you entertained in the kitchen last night.

Bridget—Shure, mum, an' yez wouldn't have me resist an officer, would yez, mum?—Ex.

181 181

The High Cost of Living

A grouchy butcher, who had watched the price of porterhouse steak climb the ladder of fame, was deep in the throes of an unusually bad grouch when a would-be customer, 8 years old, approached him and handed him a penny.

"Please, mister, I want a cent's worth of sausage."

Turning on the youngster with a growl, he let forth this burst of good salesmanship:

"Go smell o' the hook."

It Made a Difference

"How's your garden coming on?"

"Why do you ask that question?" demanded the suburbanite suspiciously.

"Just out of politeness."

"Glad to hear that. I thought maybe I had promised you some vegetables."—Kansas City Journal.

More Than 3,000,000

Farmers will read this Advertisement which will appear in nearly all of the leading Agricultural papers this month

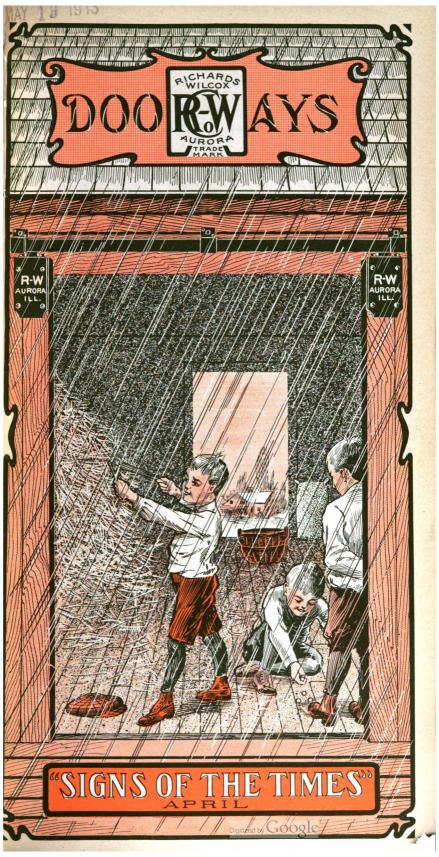


For the Man Who Insists on

The best practical Grindstone, you can recommend either the R-W

Mogul, King, Victor or Cycle

Richards-Wilcox Grindstones are not one featured—they combine the good points of other Grindstones with the draw-backs and defects eliminated. Write for our catalog and proposition.



Monthly Sales Talk

Price of Ownership vs. Cost of Results

There are two costs to every article—PUR-CHASE cost and SERVICE cost. One gives you ownership. The other gives you results. Purchase cost is fixed. Service cost is unfixed—it VARIES; and it is possible for this variation to be so vast—SO GREAT—that, were you to put two competing articles on a "value received" scale that could chart value based on variation in SERVICE AND RESULTS, it would be found that, even were the two purchase-prices equal, it would be judicious buying to pay SEVERAL TIMES the price for one article over the other.

This is particularly true of the high-grade, higher-priced article in comparison with the cheaper, lower-priced article. Buyers of inferior-quality goods invariably pay out more by having paid less; for, while the inferior goods are lower-priced in the respect of ownership, they are several times HIGHER-PRICED in service and results; and result value compared to ownership value is as ten dollars compared to ten cents. Hence, it is not extraordinary, where there is a variation in service, to actually pay the equivalent of ten, twenty or thirty prices for the cheap, lower-priced article. Most buyers don't apply the principle that RESULT-COST is the BIG COST—that OWNERSHIP-COST IS THE LITTLE COST; that ownership is but a means to an end; and that VALUE is determined by USABILITY.

-PUBLISHED BY-

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Volume 1

APRIL, 1913

Number 4

EDITORIAL

DOOR-WAYS" always has a message for the Hardware Merchant—the Architect and the Building Contractor.

\$100.00 PRIZE CONTEST Particulars — See Page 11.

Facts are better established by good witnesses than hundreds of arguments—Page 10.

The World wakes up with Spring.

This is the time when action really starts.

There is something "in the air" this Spring that bespeaks good business, and almost everybody seems to be planning for it—expecting it.

Even the few "doubting Thomases" seem to feel something.

This "good business germ" is apparent in nearly all lines, but particularly so in the Builders Hardware and Building Material Lines.

Spring Construction Work is opening up in fine shape. By reference to building reports, it is apparent that thousands and thousands of houses, garages, barns, warehouses and other structures will be erected.

A Vast Amount of Sliding Door Hangers will be sold this spring.

The R-W Line embodies "A hanger for any door that slides." It's the one for you to handle.

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Inequality of Quality in Competing Articles

MAN was created equal because it was the hand of the Almighty. Merchandise was created unequal because it was the hand of man. Hence the three words—good—better—best.

There is but ONE best. Yet everybody claims to have the best. If printers charged a hundred times more to print false claims than true claims, quality would be as apparent as the cream on milk.

Hence, you cannot see quality—just as you cannot see breath. Often you can see the CAUSE of quality, but always you can see the signs of quality. The first sign is ENDORSEMENT—the class of people that USE it and what they say about it.

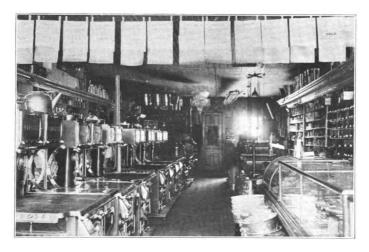
The next sign is REPUTATION—the class of people that make it and what they PROVE of their claims for it.

Some people don't believe anything they cannot see; hence the reason for so much satisfaction-suffering among those who believe "there ain't no such thing" as quality.

Skill and honesty are determining elements in quality. That is where it germinates. Imitation and deception are what constitute inferiority. That's how disappointment entered the trade-vocabulary.

The trouble is: buyers don't look deep enough. Beyond the multi-colored label—or high enamel finish—away on the inside, suspended amid processes, principles, material, construction, workmanship, is the spirit—the quality—of the goods. If you can't discover it by the SIGNS—you CAN tell it by the TEST. In trade, TEST is like the law of Gravity: what's built on a foundation of QUALITY stands: what's built on imitation and deception falls. Preferably look for the signs—because the TEST method is expensive investigation.

Live Wire Hardware Stores



W. F. WEARY HDW. CO. SAC CITY, IOWA

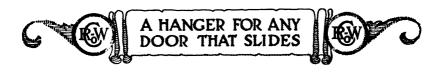
NE glance into the well kept store of the W. F. Weary Hdw. Co., would convince any person familiar with the "ins and outs" of modern merchandising that this enterprising concern enjoys a profitable and satisfactory business and occupies an enviable position in the estimation of the buying public of Sac City, Iowa.

To the army of drummers who "make" Sac City, the W. F. Weary Hardware Company is known as a "live wire" concern—a concern that "does things"—that "goes after business and gets it."

During the last week of January, 1913, they conducted a special sale on ranges and as a result sold 42 in that week. That is "going some," is it not?

Their liberal orders for products bearing the R-W Trade Mark is also another indication that they "go after business" and succeed in "getting it."

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Advertising Talks

HERE'S a little problem in advertising for you.
Supposing a friend should ask your opinion of Sapolio, Elgin or Waltham Watches, Steinway Pianos, Yale Locks, Tiffany Jewelry, Royal Baking Powder, Pear's Soap, Quaker Oats, Eastman Kodaks, Victor Talking Machines or Uneeda Biscuit

You may never have used any of them or even seen half of them, but the chances are 10 to 1 you'd say, "Why, sure, those articles are all right—you'll make no mistake in buying any of them," or words to that effect.

Now the question is, on what is your opinion based? That's the problem we're getting at.

And again it's 10 to 1 that your answer will be, "Well, I know all about them because I have read so many advertisements about them for so many years—and I know they are GOOD because they have been so extensively advertised."

Does not this suggest to you the selling of advertised brands of merchandise? Brands with which the consumer is acquainted? Brands which insure you and your customers against merchandise of doubtful or unknown value?

The sale of well advertised trade-marked merchandise brands — merchandise produced and guaranteed by reliable manufacturers combined with honesty and courtesy form the only foundation upon which a lasting business can be built.

Digitized by Google

r 4 1



"Sure Grip"

Most Reliable and Serviceable Fruit Jar Wrench



No. 190-"SURE GRIP" FRUIT JAR WRENCH

THE "Sure Grip" Wrench costs you a trifle over $6\frac{1}{2}$ c apiece and sells on sight for 20 or 25 cents, due to its simple and substantial construction and perfect reliability in operation.

Made entirely of steel and furnished in plain, japanned or dull nickel finishes. Packed one dozen in a carton, six dozen in a case.

NET PRICES.

Plain steel, per gross\$	9.60
Japanned, per gross	9.60
Dull nickel, per gross	12.00

Not a "shelf-warmer." Now is the time to order. Mention finish wanted.

"A Hanger for An

FOR years the Richards-Wilcox Line has borne the enviable distinction of being the largest—the most complete line of Door Hangers produced under the name and brand of any one manufacturer.

Hangers for Barn Doors, House Doors, Garage Doors, Accordion Doors, Warehouse Doors, Freight Station Doors, Fire Doors, Elevator Doors, in fact any door that slides. Each perfectly adopted to the use for which it is designed and constructed.

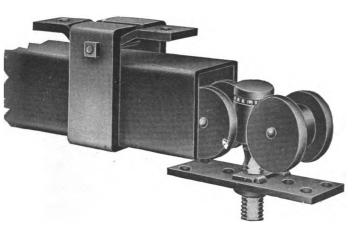
Catalogs and Other Information on Request

Pages 777 to 781 of SWEET'S 1913 Editic to specify or use for various requirements. quickly, authentic Description

Door That Slides"



No. 21 TROLLEY HINGED ROLLER BEARING DOOR HANGER



No. 135 R-W ACCORDION DOOR HANGER

lustrate our goods and tell what hangers ference to same will enable you to obtain Hanger information.

FACTS

FACTS are better established by good witnesses than by hundreds of arguments.

One fact, at least, has been clinched in the minds of all those who have had experience with the improved R-W. Trolley House Door Hanger and that is—

better House Door Hangers are being built today than ever before.

Read the letters below which voice the opinions of some who have inspected and who have had actual experience with our improved Trolley Hangers.

Also notice on the next page a few of the many beautiful homes in which the sliding doors are equipped exclusively with these hangers.

LEBANON, TENN., March 17, 1913.

RICHARDS-WILCOX MFG. Co., Aurora, Ill.

Gentlemen—Catalog, sample hangers and your letter of the 13th duly received. I want to thank you for the sample, as I use yours exclusively. You will notice in the A C & B a residence I finished here. There are six pairs of sliding doors in this building, size of opening, 10×10 . Doors weigh something like three hundred pounds each and they are hung with the Richards-Wilcox trolley hangers on wooden track, and a child that can walk, can open and close them. They are perfect. I would be glad if you would mail me blue print No. B-323 for No. 221 hanger and track showing how same is installed.

Again thanking you, I beg to remain,

Yours truly,

R. L. WHITE.

Сонов, N. Y., Dec. 16, 1912.

RICHARDS-WILCOX MFG. Co., Aurora, Ill.

Gentlemen—In reply to your favor of the 11th, I am pleased to acknowledge the receipt of a sample of your No. 221 House Door Hanger, together with a short section of track for the same.

Your No. 10 catalog has also been received for which kindly

accept my thanks.

This catalog has been filed and the samples placed on display and when drawing up specifications for structures containing door hangers, your hangers certainly will be specified.

Very truly yours,

JAMES A. GALVIN, Architect.



Free for all Contest—\$100 in Prizes

First Prize \$50—Second Prize \$30—Third Prize \$20

The Advantages and Conveniences of Sliding Doors in the Modern Home

A S ANNOUNCED in the last issue of "Door-Ways," we offer a prize of \$50.00 for the best 200-word article on the above subject, for the second best article, \$30.00; and for the third best article, \$20.00.

This contest is open to all hardware dealers, architects, contractors, carpenters and any one connected with firms in these lines, including wives, mothers and sweethearts. No partiality will be shown to anybody—your chances are just as good as the other fellow's, no matter who you are or where you live.

Names of all contestants will be withheld from judges, so write your article on a blank sheet of paper—do not sign it. Mail it to us with an explanatory letter. Your letter and paper will be given a corresponding number and your name placed on the list on contestants accordingly.

All articles submitted must reach us by May 15th. The names of the winners and judges will be announced and the three best articles published, in the June issue of "Door-Ways."

When I Hear the Wild Geese Calling

When I hear the wild geese calling
From pathways in the sky,
I feel a sort of hankering
For days that have gone by.

The blood goes spurting through my veins
And in my stiffened cords
There creeps a sort of feeling that
I can't express in words.

I used to hunt, and fish, and swim, When I was young and free, But now I'm old and stiffened, 'cause Rheumatics have got me.

When I hear the wild geese calling,
Though I can't hunt no more,
I feel that same old feeling that
I felt in days of yore.

FACTS

Continued From Page Ten

LAFAYETTE, IND., Jan. 13, 1913.

RICHARDS-WILCOX MFG. Co., Aurora, Ill.

Gentlemen—I have just completed a job using four pairs of your Royal Trolley Door Hangers and am pleased to say that they are the most complete and satisfactory hanger I ever used. I thank you for the sample hanger and am glad to know that I have found a hanger that I can depend on.

Do you put out catalogs of your other products? If so, I would be pleased to receive same, as I see you manufacture other than door hangers. No more —— Hangers for me.

I cannot recommend your Royal Hangers too highly. They are the only hanger.

I remain.

Yours respectfully,

CALVIN DELONG, 2228 E. Main St., LaFayette, Ind.

The complete contract of this residence was handled by Mr. R. L. White and is the one referred to in his letter reproduced on the preceding page.

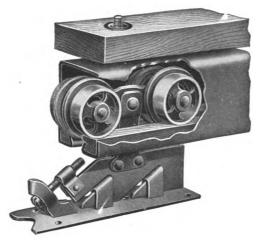


\$75,000 RESIDENCE OF MR. D. E. MITCHELL, LEBANON, TENNESSEE. DESIGNED BY THOMPSON, GIBEL AND ASMUS, ARCHITECTS, NASHVILLE, AND BUILT COMPLETE BY ROBERT L. WHITE, CARPENTER AND CONTRACTOR, OF LEBANON.

CONTINUED ON PAGE FOURTEEN



First in Quality First in Service



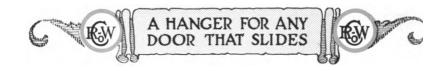
No. 221 R-W ADVANCE HOUSE DOOR HANGER

R ICHARDS-WILCOX Sliding House Door Hangers are known for their Quality and Service. They are efficiently and economically operating Sliding Doors in thousands and thousands of homes all over the world.

We make different models, but the one illustrated here represents the type we sell the most of and is for use in the best class of residences.

Our complete catalog gives full information and you ought to have it in your files.

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FACTS Continued from Page Twelve

Beautiful New York State Homes in which Richards-Wilcox Improved Trolley House Door Hangers have been used exclusively.



RESIDENCE OF W. W. FULLER, BRIARCLIFF, MANOR, N. Y.
ARTHUR T. REMICK, ARCHITECT,
NEW YORK CITY.



RESIDENCE OF W. K. GROVE, ORANGE, N. J.



JUST FOR FUN



A Wild Irish Rose

Ocular Evidence

An old gentleman was warning his son against the evils of intemperance. "Never drink too much, my son. A gentleman stops when he has had enough. To be drunk is a disgrace."

"Yes, father; but how can I tell when I have had

enough?"

The old man pointed with his finger. "Do you see those two men sitting on the corner? If you should see four men there, you would be drunk."

The boy looked long and earnestly. "Yes, father,

but—but—there is only one man on that corner."

The Eternal Feminine

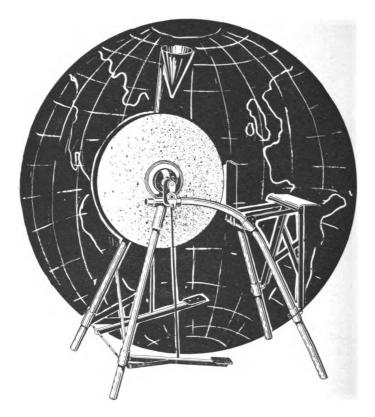
"You told me if I married you my every wish would be gratified," she cried, stamping her tiny foot angrily,

"but it hasn't been."

"Well, haven't I done everything any man could? Haven't I given you a beautiful home and a motor car and diamonds and all the money you want to spend and put you into society? What more could you want? Isn't that gratifying your every wish, I'd like to know?"
"No, it isn't. I wish I hadn't married."



A World Beater



Thousands and thousands of Richards-Wilcox Grindstones are in use today. In whatever part of the World they are sold, their serviceability has been attested.

There is a WORLD of difference in Grindstones R-W Grindstones and others and the greatest proof of their quality and popularity is the constantly increasing demand.

Let us send you literature that will confirm these facts.





AYS

SUCCESS

TEMPORARY success can be measured by yearly profits.

PERMANENT success we measure by our STANDARD OF EFFICIENCY in the service we render our patrons. The increasing popularity of our goods and the continuous growth of our business during the past ten years is the best evidence that our methods and our services are appreciated. Our aim for the future is a still higher STANDARD OF EFFICIENCY to serve our patrons as a foundation for PERMANENT success.

RICHARDS-WILCOX MFG. CO.

W. Fitch

President and General Manager

Monthly Sales Talks

Boosting

BOOSTING is not a spirit that belongs to a favored few—but to everybody.

Yet but few adopt it.

Just as confidence and friendship offered a new competition, so is boosting now.

The most profitable sales are created by boosting.

Boosting your business alone, Mr. Dealer, will accomplish much for you, but boosting it with the co-operation of the manufacturers whose lines you handle will accomplish more. Let us illustrate our point by telling you of an actual occurrence which took place several weeks ago at Milan, Mo.

Lane and Evans, our dealers at Milan, a hustling little city of two thousand, requested us to get in touch with Mr. O. M. Seals quick, stating that he was going to buy several sets of barn door hangers at an early date.

We did. In fact, we wrote Mr. Seals three letters five days apart. On April 17th, we received the following communication from Mr. Evans of Lane and Evans.

"We landed Mr. Seals today on barn door hangers and got \$2.00 more than —— asked for —— hangers."

Of course our efforts alone did not make this sale, but we can give your prospective hanger customers some convincing and orderclinching information about our line that is bound to create a favorable impression, as well as stimulate interest.

Boost your door hanger sales with our cooperation—it pays big—both of us. PUBLISHED BY-

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Volume 1

MAY, 1913

Number 5

EDITORIAL

DOOR-WAYS" always has an interesting message for the Architect, Contractor and Hardware Man.

PRIZE CONTEST—The judging of our Prize Contest has been postponed to July 1st (See page 10 for particulars).

FIVE DOLLARS—We will pay that much for every photograph we publish in "DooR-WAYS." We want, of course, good, clear, distinct pictures of our goods on display, being installed or in actual use. Get out your kodak and snap one. Send a short description with the picture.

SUMMER AND FALL TRADE—The government report of April first shows 92% of a full wheat crop, the largest average by 11% in ten years. This makes the prospects for a big summer and fall trade look very rosy.

HARDWARE MEN—You can increase your 1913 sales materially by spending a small part of your time in going after the Overhead Carrying System business in your territory—see pages 12 and 13 for details.

Confessions of a Trade-Imitator and Deceiver

I AM the fellow who put the sting in INVESTING:

The pain in campaign;

The vice in service.

I suggested substitute;

I erased the "s" in SKILL.

I am the ONE in HONESTY;

I am the IT in MERIT.

My competitors (who, however, do not recognize me as such) call me a PARROT, because I am noted for my ability to "imitate without understanding." A significant word; in fact, a coincidence. 'Tis said I try to pass at PAR (and do pass at that with HALF WAY investigation), but—if you inspect me ALL THE WAY THROUGH, you'll see I'm ROT. My name suggests a good beginning and a poor ending. "P" stands for price—I'm always there FIRST in that; the final "T" stands for TEMPORARY. That's the nature of my article.

Specializing as I do in false claims and pretty theories, you will overlook, I know, this fool wordjuggling.

Sure, I'm slick in conjuring SATISFACTION to the boobs that buy my article. Got to be. Get me?

I make 'em out of freedom of speech—not honest material and mechanical skill. Nix! That costs time and money!

I got my hunch from a guy named Barnum. Some people like to be fooled. They say that's the way to education, experience, so that one is immune from making the same mistake twice.

If the country's population increases 2% annually, that's 5,000 people born a day. I guess that's coming fast enough.

Satisfaction! I should worry!

Our Superintendent

I T IS astonishing in looking over the lives of successful business men of the country to find what a great percentage of them were born on farms or in small towns. Many people might think that it



P. L. HOFFMAN

is a disadvantage for a youngster to be raised in the country, where schooling is slight and slighted, but if we are to judge by the lives of successful business men, such a birthplace is greatly to be Our President desired. and our Secretary and Treasurer were both born and reared on farms, and P. L. Hoffman, our Superintendent, whom we introduce to you here, was born near the small town of Hinckley, Illinois, in 1876. His early education was obtained in the country schools of his

county—the "old red" school-house of fiction where one fought battle-royals with other boys, as well as with McGuffey's Third Reader, etc. Later, he attended school in Aurora, to which place his parents moved in 1887.

Mr. Hoffman's first work after he left the farm was in the blacksmith shop, at which trade he continued for six years. In 1896 he entered the employ of the old Wilcox Company, where he was given a position in the assembling room. Two years later, he was moved out of the ranks to take the position of foreman of the press room. This place he held for some time, but when in 1903 Mr. Fitch and his associates organized the Richards Mfg. Co., Mr. Hoffman joined forces with the new company, holding with them a position similar to that he had held with the Wilcox Mfg. Co.

He lasted three years in this position, but not longer only because there was a much more important place waiting for him. In 1906, as we have said, he moved up another step higher and reached the position of Superintendent and in 1911 he was made a director of the company in recognition of his highly efficient work.

Another Advertising Problem

WOULD it have paid this dealer to advertise? The following story was told by an advertising man

one day at a club dinner:

"A man," he said, "entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler he found inside of it the photograph of a beautiful girl, together with a note saying:

"'If you are single, please write to me."

"A name and address followed, and the man smiled. He was single and he put the photograph on his sitting room mantel. There, every evening looking up from his book he beheld it. It was very beautiful and in a week he had fallen head over heels in love.

"So he wrote to the girl. Another week passed, a week of anxious, nerve racking suspense. Then the

lovesick man received this crushing letter.

"'Sir:—The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged eighty-six. Yours truly.

"Our heartbroken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer who didn't advertise."

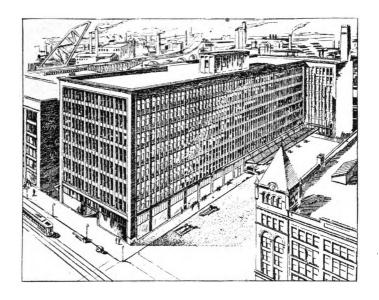
Fishing Philosophy

When we've tramped for weary miles,
And have tried the countless wiles,
In a vain attempt to catch elusive fish
When for hours we've searched about,
And are just as tired out
As a disappointed fisherman could wish:
Then comes up the old excuses,
And we say the fish abide,
In the better looking places
All along the other side.

So in everything we find
When we start to lag behind,
And the job we're working on is going wrong,
If we get to feeling blue,
As we're often prone to do,
We are very apt to start the same old song.
For it's always human nature,
That no matter where we're tied,
All the better looking places
Seem along the other side.

The New Bingham Building

Will Cost \$1,000,000



THE W. Bingham Company, hardware jobbers at Cleveland, Ohio, have announced their decision to erect a new warehouse to cost including the value of the land, one million dollars.

The building will be eleven stories high and will have a frontage of one hundred feet and a depth of five hundred feet. This will be the largest warehouse in the City of Cleveland and one of the largest in the United States, it is claimed.

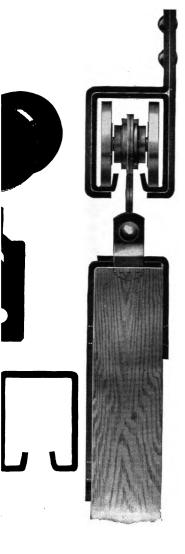
This company was established in 1841 by W. Bingham and was incorporated under the name of the W. Bingham Company in 1886. C. W. Bingham is now president of the company and H. L. Thompson, manager. D. S. Blossom and H. A. Taylor are vice-presidents and Wm. W. Knight, treasurer.

The Higher Cost of



PRICE is not the thing that gives service. article that gives service. You have lived I made to fulfill the same need vary in their ex way, some three-quarters, and some fill it Hangers fill the need all the way—sell

of the Lower Price



All that it gives is ownership. It is the ong enough to know that competing articles tent of fulfilling that need. Some fill it half all the way. Richards-Wilcox Barn Door them. Write for catalogs and prices.

Prize Contest

For the Best Two Hundred Word Article on the Subject: "The Advantages and Conviences of Installing Sliding Doors in the Modern Home"

Continued to July First

UNFORTUNATELY, in announcing this contest, we omitted going into detail regarding what we believe to be a very important feature—viz., the "Advantages of Installing Sliding Doors in Preference to Plain Cased Openings."

Inasmuch as plain cased openings seem to predominate in the present day home, we fully expected that those who entered this contest would embody in their articles reasons exploiting the above feature, as well as reasons for the substitution of sliding doors for swinging doors.

We notice, however, in reading over the articles submitted that the "Advantages of Substituting Sliding Doors for Swinging Doors" seems to be the main, in fact, the only subject discussed. We cannot understand why the "Advantages of Installing Sliding Doors in Preference to Plain Cased Openings" were entirely overlooked, unless our announcement of this contest led you to believe that "Sliding Doors Vs. Swinging Doors" was the main subject. If this is the case, we regret that we did not make the proposition more clear right at the start.

You will recollect that we stated this prize contest was our first step in an extensive advertising campaign we intended launching to familiarize prospective builders and everyone connected with the building industry with the "Advantages of Installing Sliding Doors in the Modern Home." To be perfectly frank, one of the important features of this campaign was to acquaint everyone with the "Advantages of using as well as specifying Sliding Doors in preference to plain cased openings," so you can appreciate now, why we want your reasons and ideas in this connection, as well as on the "Substitution of Sliding Doors for Swinging Doors."

This contest will be continued to July first in order to allow those who have already submitted their articles ample time to revise them if they feel that they can make their articles stronger by doing so. Right here, we wish to state that if anyone has written exclusively on the subject of "Sliding Doors Vs. Swinging Doors" and feels that he cannot improve his article by a revision, he may rest assured that his article will not be slighted when it is judged, for it will be accorded the same careful consideration as the rest. In other words, no partiality will be shown—the three articles containing the best reasons why homes should be equipped with sliding doors will win.

To those of you who are in the midst of the busy spring building season and have not as yet entered this contest, we hope you will find a few minutes which will afford you an opportunity to do so. You are familiar with the old saying, "You do not know what you can do until you try it," and you might find that with the few minutes you could devote to this proposition would prove a mighty profitable "few minutes" in the end.

To Everyone—we hope that you will set your heart on winning the \$50.00 prize. Winning articles will be published in July DooR-WAYS.



A Simple Sidelight on Selling

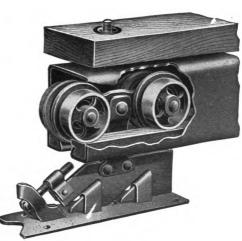
THERE are two ways to move goods—one is by wise selection of stock—the other by good salesmanship. Picking out the advertised line is cutting out your salesmen's time. Customers come into your store half sold.

Richards-Wilcox Hangers

are extensively advertised in the leading farm, building and architectural journals of the country. Our advertising directs its readers to their nearest hardware store.

It is absolute and positive profit to tie up with this advertising force, by stocking and displaying the goods.

R-W Hangers will pay you. Make us prove it.



NO. 221

R-W ADVANCE HOUSE DOOR HANGER
(Designed For the Best Class of Residences
and Apartment Buildings)

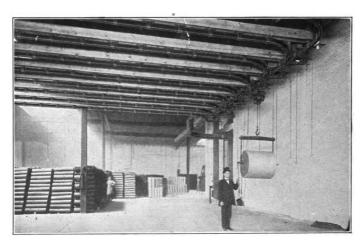
Overhead Carrying Systems

IN THESE days when competition makes it necessary for a manufacturer to produce his output at a minimum cost, naturally one of the problems confronting him has been and is still a possible means of reducing cost and at the same time keeping up to the established standard of quality.

The proposition of efficiency can be carried clear through every process of manufacture and every source of expense in the factory, and if properly studied and developed the savings effected are enormous.

An overhead carrying system properly planned and installed affords the most efficient means of conveying material, for the tracks are in a position where they are free from obstructions and always ready for instant use.

It reduces factory handling costs to the minimum. It increases the manufacturer's available floor space hundreds of square feet.



THE MODERN METHOD OF HANDLING LOADS

The illustration above shows a typical arrangement of Richards-Wilcox Overhead Trolley Tracks in a large factory. The construction of this track is such that it is impossible for a carrier to drop out, and an ample factor of safety is provided against breakdowns.

It allows him to dispense with the old style industrial railway and trucking methods which are so unsatisfactory, inasmuch as they are continually becoming obstructed, causing considerable loss of time in handling material and boosting labor cost out of sight. The wear and tear of truck methods on floors is another item worth serious consideration.

We find that the reason more manufacturers are not using overhead carrying systems is that they are not acquainted with their advantages in affording the most efficient means for handling material, as well as reducing factory handling costs to a minimum.

The field for selling this equipment is immense and we urge the hardware trade to acquaint themselves

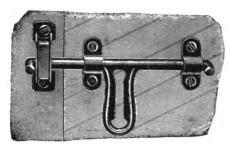


Eight-Wheel Carrier, capacity 1250 pounds, runs in No. 33 track. Sixteen-wheel carrier, capacity 2500 pounds, runs in No. 33 track. Carriers are built with hardened roller-bearings, also with hardened ball-bearings in six regular sizes having capacities up to 2500 pounds.

with the possibilities in this direction. Everyone should make a systematic canvas of his territory and ascertain where overhead carrying systems could be profitably installed. We will venture to say that there is not a factory or warehouse in your city wherein an overhead carrying system could not be used to good advantage, and at an immense saving of time and labor to the owner.

Of course, this is special work and wants to be handled in a special manner, and as there is a constant increasing demand for overhead carrying material, we have established an authoritative co-operative service to help you sell, lay out and install, if necessary, this equipment. We maintain a staff of men who are at your service and whose training and experience give them a practical knowledge of this branch of industry, and as our equipment constitutes the most efficient and labor saving devices manufactured, you with our assistance are in position to go after this business hammer and tongs and get your share of it, or at least as much of it as there is to be had in your particular territory.

"Crackerjack" Selling Specialties



No. 215 R-W Gravity Latch

For swinging or sliding doors. Reversible for right or left hand

doors. Made of malleable iron. Finish, natural steel. Latch bolt, $\frac{1}{2}$ inch in diameter, 8 inches long. Packed one dozen sets in a box, with screws. Weight, per dozen sets, $12\frac{1}{4}$ pounds.

List, per dozen.......\$2.00

Discount......

Nos. 282 and 382 Richards-Wilcox Adjustable Malleable D's

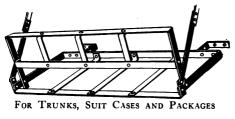
FOR SHOVELS, SPADING AND MANURE FORK HANDLES, HANDLED ICE SHAVES, ETC.

Discount.....

Overcomes the old faulty ones that are always loose and cannot be tightened; has 3-inch strap ferrule; adjustable to any size handle; no shoulders to trim down or any dressing to do; can be kept tight though wood shrinks; it is securely fastened on by two rivets; it is easily removed; no burning or boring to do. No. 282 has wood handle, No. 382 is all metal.

List, per dozen.....\$2.00





Nos. 244 and 245 R-W Folding Luggage Carriers

Made in three sizes, for 28-inch, 30-inch and 32-inch trunks. Width, open, 18 inches; width, folded, 12 inches. Weight, No. 244, each, 10 pounds; weight, No. 245, each, 15 pounds. No. 244 carriers made from $\frac{3}{4} \times 3-16$ steel. No. 245 carriers made from 1 x 3-16 steel. Furnished in black baking japan finish.

	PRICE LIST	No. 244	No. 245
No. 1 for 28-inch trunks,			\$30.00
No. 2 for 30-inch trunks,	per dozen	29.00	32.00
No. 3 for 32-inch trunks,	per dozen	31.00	34.00
Order by Number.	Discount		



JUST FOR FUN

The men who say hard work is sweet Are those who live on Easy street.

"Pa, what's a tip?"

"A tip, my son, is a small sum of money which you give a man because you're afraid he won't like not being paid for something you don't ask him to do."

A Deep One

"Gosh all hemlock!" exclaimed the first oil well contractor; "ain't yer struck oil yet? How deep hev ye gone?"

"'Bout fifteen hundred feet," replied the other

placidly.

"An' ain't yer discouraged?"

"Oh, I dunno. I can't say I ain't gettin' a long well!"

Workin' Up

A crotchety old farmer had trouble with his neigh-

bor, and as a result sought his counsel.

"I want yeow ter write him a letter an' tell him this here foolishness hez got ter stop," he declared firmly. "I know what I want ter say, but I ain't got the larnin' ter put it just right."

"What do you want to say?" the lawyer asked.

"Wa-al, begin by tellin' him thet he's the durndest, lyin'est, thievin'est, low-downest skunk on airth—and then work up."

A Liberal Loan

Dr. H. W. Wiley, the food expert, was talking at a

luncheon in Washington about a food adulterator.

"His first offer," said Dr. Wiley, "sounded on the face of it, fair to the public, but it was in reality as unfair as the offer of divorce.

"A wife, after the divorce, said to her husband:

"I am willing to loan you the baby half of the time."

"Good!" said he, rubbing his hands. "Splendid."
"Yes," she resumed, "you may have him nights."

—Washington Star.



This Book Answers Your Questions

As it exploits the most up-to-date methods for handling the Fire Door problem.

Gives all the data required for making up fixtures and doors, so as to insure a perfect fitting, as well as a perfect operating outfit.

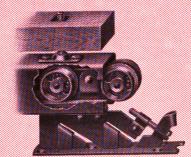
Sent to you on request.





HANGER FOR A NY DOOR THAT SLIDES





Made to Serve

Some articles are made to sell, to excel in sale instead of service. And some articles are made to serve—here's one—

No. 221 Advance Parlor Door Hanger



Digitized by Google

Monthly Sales Talks

The Extravagance of Economy

YOU say that you are "going to get along with something cheaper for the time being; that perhaps in a year or two you will buy the right thing and can then afford to pay the price." You call this economy because it means a smaller outlay of money right now.

The people who buy goods or services in this way invariably pay out MORE in the END by having paid LESS in the BEGINNING. Long before the time has come for them to "afford something better" they will have paid the price many times in inconvenience, lost efforts and poorer results.

Always, without exception, the cheapest thing is the one that delivers the best service. To consider anything else is to practice false economy—a momentary economy founded not on future benefits, but on the dollars retained at the time of purchase.

-Melting Pot.



-PUBLISHED BY-

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Volume 1

JUNE, 1913

Number 6

Editorial

A Surprise Package. See page 10.

M. E. Parks, carpenter and builder at De Soto, Iowa, offers what we believe a valuable suggestion for sliding hay track doors. Pages 12 and 13 give full particulars.

Have you entered the Richards-Wilcox Prize Contest? If not, get busy and make a run for the money. Haven't heard of it yet? Well, we're offering three cash prizes of \$50, \$30 and \$20 each for the best two hundred word article on the subject, "The Advantages and Conveniences of Installing Sliding Doors in the Home in Preference to Swing Doors and Plaincased Openings." The Contest closes July first. Are you going to bring home the bacon?

Blow Your Whistle

Small kid—Dad, give me a nickel.

Dad—What do you want a nickel for?

Small Kid—Don't you hear that whistle? That's the popcorn man and he has the dandiest popcorn, all buttered and a big sack for a nickel—hurry up.

Dad dug, and then said: "If more merchants would blow their whistles more people would be 'diggin' up'

for them.'

"Blowing your whistle" is another term for "advertising" and advertising is a "process of educating." Merchants who would be most successful must adopt educational methods to exploit their goods before prospects in their territory—You must tell the prospects why they need your goods—how they can use them to advantage—how they will save money, time, labor and trouble by dealing with you.

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Community Problems

Extracts taken from an address delivered by S. R. McKelvie, Publisher of the Nebraska Farmer, Lincoln, Neb., and some original thought

IN YOUR communities there are certain problems to solve. Some of these problems have come about through a period of years of working along incorrect lines, hence you cannot hope to rectify these errors in a short time.

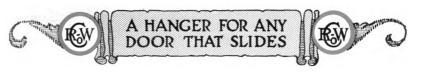
Draft of Larger Cities

One of the community problems is the draft of the larger cities upon the smaller towns, the tendencies toward the centralization of population and money. This is the influence which takes from your communities too many of the able young men and women, the keen sighted business man and a great deal of money which is needed for local development. This is a big problem indeed and one which you must solve if you would develop in proportion to your natural opportunities.

Transportation

Another problem is that of transportation facilities—first, with reference to the railroads which haul your products and your people—it seems ever popular that the one who would most largely please the people in his statements should take exception to the railroads and their methods. That inclination has even approached a state where we believe that it is unsafe for anyone to criticize a railroad without being classed as a demagogue. Even at this risk, we are going to offer a criticism, but it is one which can be removed by almost any community. The tendency of the railroads is toward centralization, and in consequence, we find very fine stations and costly terminal facilities in the larger cities. I presume that the amount of money expended in stations and terminals in cities of the

Continued on Page Fourteen



Blow Your Whistle

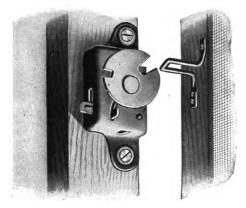
Continued From Page Three

It is impossible for you to deliver the message in person, so you must employ your local newspaper, the mails, printed matter in the way of booklets, display

cards, etc. etc.

You will find manufacturers whose lines you handle ready and willing to furnish you with all the printed matter you desire and also to cooperate with you fully in any other reasonable way to further the sale of their products in your territory. As far as we are concerned, we will be glad to meet you more than half way in lining up prospects for our products. It is our honest desire to serve you and all you've got to do is to put your problems up to us-tell us what you want to accomplish and we will help you. Do you need any advertising matter now—do you want a circular letter campaign planned, directed to reach various prospective farmers, contractors and builders in your territory? Just say the word and we'll get on the job quickly and you will like the way we cooperate with you in getting the business.

No. 281 American Screen Door Catch



For Screen, Cupboard and Cabinet Doors. Made entirely of steel. Furnished in Japan finish. Packed complete with staples, screws and templet.

PRICE LIST

No. 281, American Screen Door Catch, combing latch and lock......\$2.50

Write for Discount

Advertising Talks

Getting the Most Out of Your Show Window

THE "Puzzle Window" has proven a good business getter, as it stimulates interest to a remarkable degree. Let us outline briefly the details of "puzzle window displays" made by one live, aggressive merchant.

"One of the items that has attracted more attention to my windows than anything else was a display in the form of a puzzle. I did not offer any prize for the solution of the puzzle, still the crowd in front of the window seemed to enjoy trying to solve it just the same. I have had quite a number of people come into the store to ask the solution and in giving the answer I had my clerks follow up the lead and try to push a sale as a good chance always presented itself.

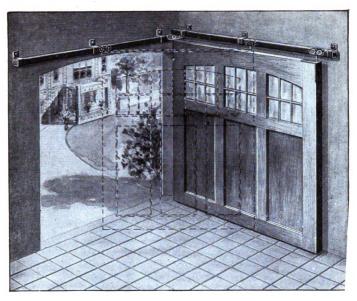
"In one of these puzzle window trims I had a window filled with men's clothing, one item of which was a \$45.00 suit made to order by a leading St. Louis tailor. The others were selling for \$27.50.

"Few people actually picked out the expensive made to order suit. This set people to talking and comparing notes and many a suit sold was directly traceable to this particular display.

"At another time I had a similar window trimmed up of shoes, both men's and women's, and still another time we put a \$5.00 standard made hat in the window along with other \$3.00 ones of the same style.

"It took an expert to pick out the \$5.00 hat and guess right."

As here outlined the use of the puzzle window is worthy of further development and its use in many lines has a remarkably wide application and practicability. Certainly the idea is novel enough to attract attention.



No. 235-RIGHT ANGLE DOOR HANGER

Garage Hangers

A New Field of Business for Hardwaremen

With the multiplication of automobiles, there has come a multiplication of garages. Most car owners have a little garage of their own. A special type of door hanger is usually necessary owing to the large door opening needed and the lack of room for sliding.



The "R-W" Garage Hangers solve this most difficult problem so satisfactorily that sales take care of themselves when the hanger is shown and explained.

There is a big business to be made on "R-W" Garage Door Hangers.

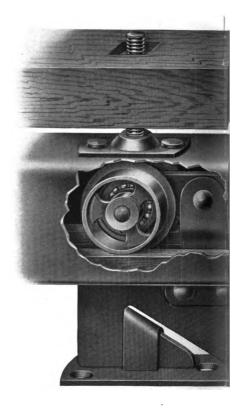
A word brings full particulars.





A SILENT

No. 221 Advance Pa



QUALITY is the road to profit. The SUCCESS-FUL are "quality producers" and "quality buyers." Why?

Because quality is demanded more and more. Those who produce it or buy it in goods or service set the pace that trailers must follow.

We are not only the PIONEERS in the manufacture of door hangers—but we are the pioneers in manufacturing QUALITY Door Hangers.

In DOOR HANGERS, quality displays itself through use—not appearance; for it takes six months, a year, and sometimes longer, for results to show themselves when better raw materials enter into the manufacture of a door hanger—when it is better made.

TRAVELER

arlor Door Hanger



The Parlor Door Hanger illustrated above is produced from BETTER raw materials—is made BETTER—will LAST LONGER, cause doors to operate EASIER and with LESS noise, than any other parlor door hanger made—and we stand ready to "prove up" on these claims. Complete details on request.

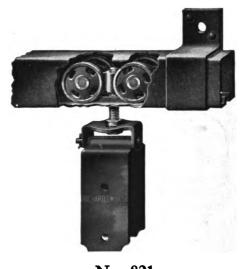




MANUFACTURING CO. AURORA, ILL. U.S.A.



NEW



No. 821 Red Jacket

Trolley Barn Door Hanger

Here's a Surprise Package

A NEW HANGER

Combining all desirable points, lateral — vertical adjustments, swing-out feature

Write for Complete Details

Live Wire Hardware Stores



MANLEY HARDWARE Co., HARVARD, ILLINOIS

EVERYBODY within a wide radius of Harvard, Illinois, knows Mr. A. C. Manley, proprietor of one of Illinois' "live wire" hardware stores, the Manley Hardware Co.

This concern was established 45 years ago as the Hunt and Helm Hardware Company. A few years later Mr. Manley entered their employ as clerk. In a short time he acquired an interest in the company and the firm name was changed to Hunt, Helm and Manley. Several years afterward, Mr. Manley took over the business entirely and now his son, Mr. Edward Manley, and his father-in-law, Mr. A. Rowe, assist him in running it.

They handle a full line of all kinds of hardware, agricultural implements, stoves and ranges, sporting goods and kindred articles—are also agents for the Rambler, Locomobile, and Overland automobiles. Mr. Edward Manley devotes most of his time to the automobile end, while Mr. Rowe and their leading salesman, Mr. Hancock look after the other customers' wants.

Mr. A. C. Manley is increasing his business all the time because he is a hustler and believes in the "square deal" doctrine. He keeps eight men in his employ the year around.

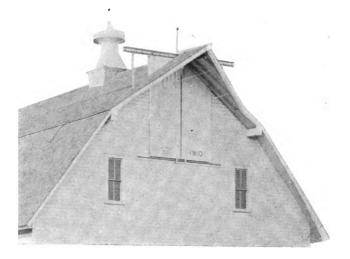
His personage is shown at the left in the picture above and the other gentleman is our Mr. W. C. Gaye, who represents us in northern Illinois and southern Wisconsin.

Take a second look at this picture and you will notice R-W goods well displayed. Mr. Manley keeps a big supply of them in his stockroom, and they move in and out with surprising rapidity.

Another Way to Slide Hay Track Doors

(Courtesy American Carpenter and Builder)

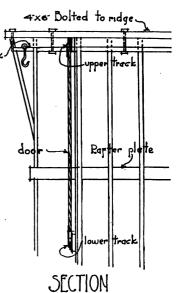
Mr. M. E. Parks, carpenter and builder, of De Soto, Iowa, slides Hay Track Doors in a new way, and would be glad to hear from other barn builders as to what they think of the idea.



"H a y m o w doors in the peak of a barn bother many builders. If they are to be hung onto hinges, they have to be fitted to fold over in sections. They can be counterbalanced to slide up and down, but this is often unsatisfactory.

"My way is to have them ordinary sliding doors, which I do by cutting through the projection of the roof, letting the doors slide back as into pockets.

"The illustration above shows how this arrangement looks on one of my recent jobs and the



cross section picture gives some of the details of construction. You will notice that I bolted a 4 by 6 timber on top of the ridge pole to help carry the weight of the hay carrier track where it projects out. I put a ridge roll on top of the 4 by 6 to cover the ends of the carrier track eye-bolts so as to keep the water out. I also shingled back of the doors, using 5 by 7-inch tin shingles. This helps to keep the water out.

"Yours truly,

"M. E. PARKS."

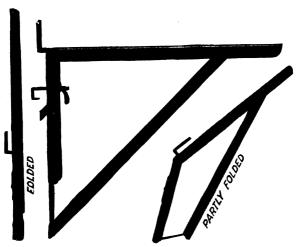
We have two suggestions to offer:

1st—Have the pocket space between track and roof of barn closed up tight on barn side to prevent rain or snow from beating in on inside of door where it projects above roof.

2nd—Be sure to equip all doors with Richards-Wilcox Hangers, preferably the No. 20 Gem Hanger.

No. 231 Steel Folding Builders' Bracket

Saves Time, Labor, Material Safe, Convenient, Durable



Easy to Put Up and Take Down - Folds Into Compact Form - Prices on Request

Community Problems

Continued From Page Four

size of Omaha and larger is entirely out of proportion to the investment in stations and shipping facilities at the small towns where traffic originates. While this condition may not have attained the point of being an actual detriment to your community, it is not beyond reasonable possibility that it will do so. We know that there are dozens of small stations in Illinois which are entirely inadequate both with reference to facilities offered for the people who patronize the passenger service and with reference to the traffic which is conducted through the express and freight departments. Also, it is true that the service in the passenger department is frequently inadequate.

I think, however, that these difficulties can be largely overcome if the community bands itself together in making an organized effort to call the attention of the railway officials to the importance of their town and the community and in urging improvements along a specific line.

Other interesting problems will be discussed in the next issue of "DooR-Ways."

Selling is the Problem

SELLING IS THE PROBLEM in nearly every business.

Your sales always reflect your efforts. STEADY PUSHING is essential to STEADY BUSINESS—increased effort of the right sort means increased sales—to slacken up means loss of ground—loss of sales—loss of money. Don't do it. Let us help you "ginger up" and increase your sales in our lines. We have several different plans which will be outlined on request. Write us today.

JUST FOR FUN

Remembered

Teacher—Do you know, Tommy, when shingles first came into use?

Tommy—I think when I was between 5 and 6 years

old, ma'am.—New York Evening Post.

If He Had Only Thought

The pretty storekeeper was unpacking and assorting some new goods when her best young man entered. She stooped behind the counter a moment and arose with flushed face.

"I'm glad to see you're stocking up," he said.

There's an unaccountable coldness between them now.—Judge.

Might Be Embarrassing

A young girl was taking a trip on one of the Great Lakes in a small steamer. The lake was quite rough and many were seasick. The girl sat in the bow and was unusually quiet for her, so her father thought. He watched her a few moments in silence, then asked:

"Are you feeling sick, Marion?"
"Well, not exactly sick, but I should hate to yawn," she replied.

Tense, Mood and Gender

A somewhat angular, severe-looking spinster was standing on the station platform outside a mail coach, inspecting with undisguised curiosity, the ingenious net arrangement which is able to sweep in mail bags while the train is in swift motion, says Answers.

"Is she working all right?" said one of the officials.

"Ay, ay, Bill," replied his mate, when suddenly the lady touched him on the shoulder.

"Why do you call it 'she?'" she inquired, as usual

athirst for information.

"Because, madam, it's a mail catcher," replied the courteous official.

And the sniff of the angular spinster almost drowned the shrill whistle of the engine, then preparing to move off.

HIGH

MOGUL Power Grindstone

THE



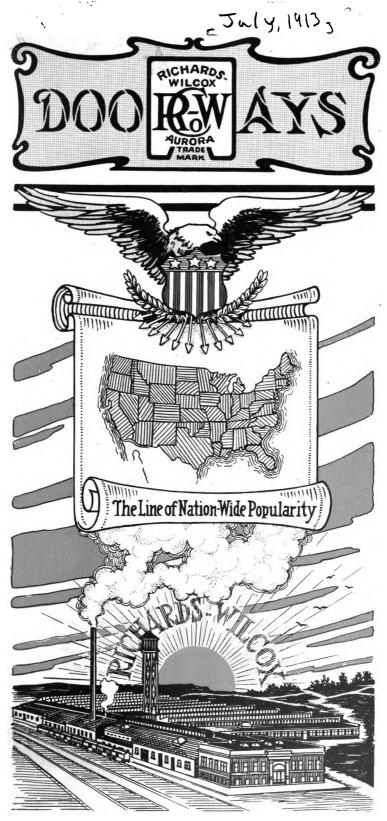
Quality Insures Service

I T IS to merchandise what intelligence is to man, what fertility is to land, what nourishment is to food, what security is to investment.

If you were going to buy a first mortgage, you would look beyond the paper on which it was printed, because you know your interest ceases when your principal goes to pieces.

Quality goods means security of investment—for us —for you—for the ultimate buyer.

The Mogul Power Grindstone combines quality together with several distinctive features which make it the best power Grindstone on the market. Write for prices and full information.



Announcing Winners of Prize Contest See Page 2

Business and Farming

BUSINESS is very much like farming—the big thing is the harvest.

The right investment germinates; the other produces weeds. You reap as you sow, and if you PLANT seed of good quality, CULTIVATE it properly, CARE for it right, results will be of the first order.

PLANTING refers to buying—buying dependable merchandise backed by the guarantee of a reliable manufacturer. Merchandise which is well advertised and of such quality that it will keep repeat orders coming.

CULTIVATING refers to properly working your territory. Mr. Dealer, what percentage of the prospective Door Hanger customers are you selling in your territory? Is it one to every twenty, ten, five, three, or what? What percentage of increase do you show over last year's Door Hanger business? Are you doubling, tripling, or falling down? Prospects turn into sales, but unless the crop of Door Hanger prospects you cultivate is large, your harvest of Door Hanger sales will dwindle.

CARING FOR is serving your customers right—supplying the right merchandise at the right price, at the right time and at the right place. This is one of the hardest propositions you have to solve—EXTENDING EFFICIENT SERVICE—but it has its reward—and that reward is repeat sales and repeat sales are what put your business on a firm and paying foundation.

You may love your business, but you are not in business for love—and by proper attention to planting (buying) quality seed—cultivating (working) your crops (prospects)—caring for (serving) your harvest (customers) right, your investments will germinate.



Full of Good Sense, Good Humor, with a Hunch for R-W Products.

Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches			
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis			
RALPH BARNUM, Editor				

Editorial

What Makes Business Good

AT LEAST 35,000,000 wage-earners and money-makers in the United States are hopeful, ambitious, willing. Each has some high mark he purposes reaching; each is determined to make a way for himself—and a place for his family.

It is the American spirit. This progressive idea takes \$3,000,000 in gold, silver and bank notes, and turns it over each year so that it transacts not under \$60,000,000 of business: Twenty "turns" for each dollar; one "turn-over" every eighteen days!

When fire, flood and earthquake destroy our cities, we build them up again—and keep on trying. We learn rapidly, because we experience much. It isn't in us to quit. We are bred to the idea of "keeping moving."

We have not utilized our natural resources a quarter of the way; we are making places for 300,000,000 others, to be added to our 100,000,000 population. Every community is growing. No town, country district, city, county or state can afford to stand still.

Each year—each month—each day and hour find us with broader opportunities. And we may charge to ourselves any lack of success about which we may complain.

Money may be tight, or it may be easy; business reports may appear conservative or optimistic—but all the time, no matter what the report may be, we are climbing the hill of Success—and there's a plateau on top big enough for all of us.

First Prize

In the "Advantages and Conveniences of Installing Sliding Doors in the Modern Home" Contest Awarded to Blanche Ayers of Redkey, Indiana.

THE scores of splendidly good articles on the "Advantages and Conveniences of Installing Sliding Doors in the Modern Home" made the awarding of prizes an extremely difficult task.

After carefully reading every reply and thoroughly weighing and considering the many strong points advanced in favor of installing sliding doors in the modern home, the judges, Mr. Lewis W. Harstig of



MISS BLANCHE AYERS REDKEY, IND.

Sargent & Company, Mr. R. J. Kleinsmid of Yale & Towne, Mr. W. J. Patterson of P. & F. Corbin—men of extensive experience in all branches of the hardware business—selected and labeled Blanche Ayers' article as "best."

The second prize, \$30, was awarded to Mr. John R. Higgins of the Gregg Hardware Company of Detroit, and the third prize, \$20, to Mr. H. H. Cahoon of Pittsburg, Pennsylvania.

None of the articles were signed. Before the prizes were awarded the judges, even had they desired, had no means of knowing who wrote the winning articles. Every article was carefully considered. Every contestant received a fair show and a square deal.

Miss Ayers' article seems to cover every point as to the merits of the sliding door. Clearly bringing out the many desirable advantages sliding doors offer over swing doors and plain cased openings.

Mr. John P. Higgins' article disclosed a thorough and practical knowledge of the art of hardware trim-



A HANGER FOR ANY DOOR THAT SLIDES



ming and advances many splendid ideas which can be employed as strong selling arguments in clinching R-W Door Hanger sales.



MR. JOHN P. HIGGINS DETROIT, MICH. CARE OF GREGG HARDWARE CO.

Mr. H. Cahoon's article is cleverly written, mingling wit with good sound, logical reasons for installing sliding doors in the modern home.

> Replies were received from nearly every state in the Union, from the Atlantic to the Pacific, from the Great Lakes to the Gulf, conclusively proving that wide awake dealers, architects and hundreds of women are familiar with the advantages and conveniences of properly equipped sliding doors. Proves, too, that R-W products widely distributed known in every nook and corner of the country.

Many of the articles submitted will appear in succeeding issues of DooR-WAYS. Watch for them. Read them. They're cram full of helpful ideas for dealers,

contractors and architects —ideas which will prove invaluable in broadening business and winning the everlasting gratitude of clients who are not acquainted with the advantages sliding doors in the home.

We wish to thank all participants for the interest shown in this contest and sincerely hope that they will appreciate the fact that the judging of articles and the awarding of prizes were backed by a desire to give every contestant the fairest kind of a fair show.



MR. H. H. CAHOON, Architect 1105 MAY BLDG. PITTSBURGH, PENN.

Article No. 103 Which Took First Prize

The Advantages and Convenience of Installing Sliding Doors in the Modern Home

The sliding door is more convenient, more artistic, and more durable than the ordinary swinging door, and also has advantages over the plain cased opening.

A sliding door takes less space when open than the hinged door. When the door is open it is entirely out of the way, and the space which would be used for the door to swing back, can be otherwise utilized. The appearance of the room is also improved by having sliding doors, as the hinge doors when open are clumsy.

When a door is once hung with a good reliable hanger, and has a good, substantial track on which to run, there is no trouble with the door sagging. If any trouble arises it can be remedied by adjusting the hanger without taking down the door. A door on hinges, when out of plumb has to be taken off and refitted and rehung.

The sliding door is more economical than the plain cased opening in the long run. There can be a saving in fuel, especially in houses heated by stoves. The opening can be closed and only closed up portion of the house heated. In cleaning one room can be cleaned without having to clean all the house if there are doors to close the openings. The sliding doors answer every purpose of the plain cased opening, and have the advantage of having doors that can be closed when desired.

Article No. 48 Which Took Second Prize

The Advantages and Conveniences of Sliding Doors in the Modern Home

Anyone about to build a modern home should consider carefully the many advantages and conveniences of sliding doors over hinged doors.

By the use of sliding doors, two different designs and color schemes may be carried out in adjoining rooms, without spoiling the whole effect by the odd finished door and different trim showing in the room where it opens.

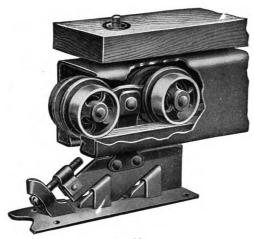
When partly open, it cannot slam in a draught, or stand out in the room in the way of everyone, and when open wide, does not cover up decorations and pictures, or require furniture to be moved to make room for it.

While a sliding door improves the appearance of the rooms and operates smoother than a hinged door, it will not interfere with draperies hanging in the same opening, and does not require an opening at the floor to allow it to swing clear of the rugs.

Sliding doors are particularly desirable for closets, saving all the clear space in the bed room, which would otherwise be necessary to allow the swinging door to open, doing away with marring caused by the two doors coming together, and the annoyance of having the knobs locking one over the other.

Continued on Page Ten

Prize Winning Parlor Door Hanger



No. 221 R-W ADVANCE HOUSE DOOR HANGER

Forged steel yoke, hardened ball bearings. Four wheel truck operating noiselessly in hard-maple-lined steel track. Pendant hung from exact center of truck distributing weight of door evenly and insuring true operation. Accessible adjustment in both hanger and track. Wood header furnished with track.

There's not a week goes by but what we receive from one to a half dozen letters from home owners, contractors or carpenters, asking if they cannot NOW equip certain sliding doors with our improved Trolley Parlor Door Hangers, without going to too much trouble or expense. Invariably they state that the doors are now too noisy, or that they stick, due to the fact that hanger cannot be properly adjusted.

PERFECT SLIDING DOORS IN THE HOME ARE A GREAT CONVENIENCE, and to everyone who buys or uses parlor door hangers, we have some interesting facts to present, and should a hanger be desired for inspection, we will gladly send a free sample by prepaid express.

A post card will bring full particulars—drop us a line today.

Why the R-W Carper Quick Favor

Mr. George Christopher, carpenter and builder Garfield Ave., Aurora, Ill., bought one within fiv minutes after he saw it, and this is what he says

"A man with half an eye can see the advantages in hanging a door with this tool. You can do it quicker because you do not have to handle the door a quarter as much. You can do it better as the use of this tool prevents mistakes in cutting hinge notches. One man can hang any size door with ease."

The R-W Carpenters' Hinge Gauge is easily adjusted to fit the smallest as well as the largest hinges, and equally adopted for use on the smallest as well as the largest doors.

When door is fitted, Hinge Gauge is arranged on it with end-plate against top edge of door (See Fig. 1). Gauge points are then adjusted to where mortise is wanted and so that hinge fits tightly between them. Now mark between gauge points and then place Hinge Gauge on door frame so that end-plate fits snugly against head of jamb and mark between gauge points (See Fig. 3). The end-plate



FIGURE 1

rs' Hinge Guage Finds ith Mechanics







FIGURE 4
"THE OLD WAY"

f proper thickness to allow for top clearance of door. It also gs your marks on door and side jamb perfectly in line and you not had to lift door—there are no chances for your making akes in cutting mortises, as in the old way. Besides, all hinges of uniform distance from top and bottom of door as well as frame, and if desired, doors may be interchanged.

It's Other Uses

Convenient tool for accurately locating lock mortises.

Excellent tool for hanging blinds, casement windows, screen s, etc.

Can be used as tram-rod for laying out all kinds of circle c, such as centers for brick work, or any purposes where circles gments must be laid out with great accuracy.

Very useful where it is desired to accurately transfer several is from one piece to others.

Construction

lade in three pieces from solid oak. Each piece 29½ inches. Metal parts furnished in either brass or electro-galvanized iron.

192 R-W Carpenters' Hinge Gauge.......\$30.00 per doz. rop us a line today for discounts and further particulars.

A Word About R-W "Berea Grit" Grindstones

VARIOUS elements enter into the composition of a grinding stone, but in a high-grade stone, the particles of grit are sharp, uniform in size, and of the proper hardness. A stone of this character insures maximum grinding efficiency, as it has a free cutting surface which puts smooth, keen edges on tools; fine wearing qualities which insure better and longer service.

You can search this old world over and over again and you will not find a better grinding stone than our "Berea Grit"—quarried at Amherst, Ohio, located in the heart of Ohio's great Berea mines.

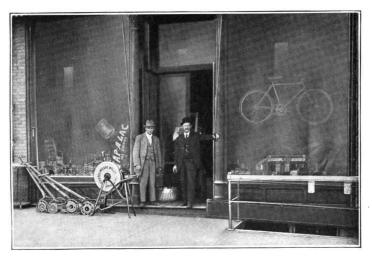


We are prepared to furnish loose grindstones in any quantity, size or grit. Prices quoted on application.

Richards-Wilcox "Berea Grit" Guarantee

We guarantee our "Berea Grit" stones to be equal to, or better than, any other kind of stone quarried, and stand ready to replace any which prove otherwise, or which show defects.

A Half Century Young



THE MARSHALL BROS. HARDWARE STORE HARVARD, ILLINOIS

IT PAYS to stay young—commercially. After half a century of experience and transactions in hardware and honest treatment, Marshall Brothers, of Harvard, Ill., are as energetic and progressive now as in the beginning, some five decades ago.

The members of this firm are Thomas Marshall, Robert J. Marshall, and his son, Tom Marshall. In running the business they are assisted by John Harris, the right-hand man of the firm; and by Frank Thompson, in charge of their agricultural warehouse, which is a magnet for farmers in search of a square deal.

Everything in hardware is found in this live store; and the house specializes on builders' hardware, carrying a very extensive line.

The Cadillac Automobile agency is another feature of their business, and there isn't a store in McHenry County that shows a better combination of men, goods and right treatment. Everybody knows that Marshall Brothers are dependable; that they treat every patron fairly and equally; that they have only one scale of prices, and that when Marshalls say it, it is so.

Article No. 73 Which Took Third Prize

They tell us there is not a thing Beneath the sun that's new, But you'll agree I think with me When I present a few.

The first one and the foremost, Our forbears gave no glance; "Economy" applies to space As well as to finance.

Take all those lovely palaces, The entire old world o'er; Not one of them, as you will find, Contains a Sliding Door.

Much less an R-W hanger,
Another thing that's new,—
The acme of perfection,
A thing that's tried and true.

A sliding door's a wondrous thing, It saves a deal of space; And doesn't have the slightest chance To strike one in the face.

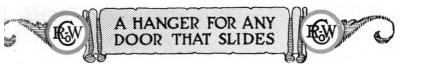
Those swinging doors will cause mishaps, If one neglects to look; They'll cause "downfalls of china," And a very "Upset" cook.

An architectural point of view Presents the matter thus—
We slide the doors of one room And discover one room plus.

'Tis the duty of the architect
To specify this thing;
Which makes a door a better door
Without that needless swing.

To "efficiency," "convenience," And "Economy of Space," Add a Richards-Wilcox hanger And the Ideal door's in place.

Letters from Winners Printed on Page Twelve



Other Articles Worthy of **Mention**

Article No. 47 by Mr. John S. Struyk, 133 Haledon Ave., Patterson, N. J., on the Sliding Door as a Disappearing Door is very interesting.

In the MODERN HOME the sliding door has become a necessity. Not alone for large openings, but small ones as well, in all parts of the house.

Wonderful improvements have been made in sliding door appliances, revolutionizing them. The doors no longer slide, but hang, and have really become DISAPPEARING DOORS.

Many annoyances can be avoided by using them. They save valuable space, move easily and silently, and do not darken halls and closets when open, as swing doors often do. It is a fact that hanging doors remain in better condition than hinged doors. Their use also allows a greater variety in the width.

An important matter not often thought of till too late is the discordant effect always produced by swing doors when used between rooms finished in different woods or tones, as that side of the door belonging to one room shows in the other room. A Disappearing Door in such cases solves the problem.

A hint to married men is given in the following article by Reed M. Dunbar, Monroe, Mich.

Jones and his friend Macgregor were returning home after an evening at the club, and were about to part when Jones, who had been thinking deeply, asked:

"Say, Mac, how in the world do you manage to get in the house and to bed without waking the whole household, while my wife always knows the hour and sometimes even the minute of my homecoming?"

"I can't tell, Iack, unless it is due to the fact that those sliding doors, you recollect the ones between the living and dining rooms, always slide perfectly and without the least noise, and—"

"Don't say any more, Mac, I believe that is the solution of the mystery. You remember when I built my house last year, the architect recommend sliding doors instead of the French doors that my wife was so anxious for, but I told him that we didn't want them, but can see now that we are never too old to learn."

Mrs. Lou Vaughan of Blair, Neb., has written a splendid article, bringing up among other arguments in favor of sliding doors, their use as fire retarders. This is a very good point.

Modern house-planning and house-keeping, evolved by civilization, repel retrograde modifications. The conflict arising between the inconveniences of swinging doors and reluctance to surrender the advantages of closable rooms, cannot be appeased by makeshift curtains.

Light, heat, dust, gases and smoke of a single season, often ruin portiere fabrics and unprotected furnishings that cost more than sliding doors. The difficulties incident to a harmonious renewal of spoiled curtains, is often too great to be overcome. Compared with sliding doors, which are permanent harmonious parts of the house design, portieres are inefficient, short lived and a continuous care and expense.

Sliding doors closed, retard fire; portieres catch and feed flame and unclosed openings are free draft-ways to spread dust, smoke and conflagration.

Letters From Winners

July 11, 1913

RICHARDS-WILCOX MFG. Co., Aurora, Ill.

Gentlemen—I am in receipt of your letter enclosing check for \$50.00 for prize in contest on "Advantages and Conveniences of Installing Sliding Doors in the Modern Home." This certainly was much appreciated.

I have sold quite a number of your hangers, track, etc., and so know something about what they will do. As a result of reading your "DooR-Ways" trying to post up on your hangers I am \$50.00 better off than I was.

Yours very truly,

BLANCHE AYRES.

Continued on Page Thirteen

Other Articles Worthy of Mention

Continued From Page Twelve

Curtains and free swinging doors are dangerous sports of the wind. But sliding doors neither flutter nor slam, are protected and safe in operation, will stand partly opened without obtrusive checks or holders, allow a clear opening when desired, and facilitate that temporary isolation for which we partition our houses into rooms.

Pervious fabric hangings, harboring infectious germs, and structural openings that cannot be closed, do not conserve sanitation in the home,

nor promote refined comfortable living.

Mrs. Anna B. McKenney of Amsterdam, N. Y., on the "Modern Sliding Door System."

Wih the invention of the modern trolley sliding door system the last word has been said in household comfort and convenience. Through this medium living rooms may be easily and quickly converted into one great room or the doors may be drawn, giving the privacy of sleeping rooms to the living rooms. Doors hung by the trolley system operate with comparative ease and with but little noise. In windy or wintry weather the closing of the doors prevents drafts and are a great aid in heating.

This method of hanging doors does not require space for the door to swing through. Nor do the doors disfigure the walls or close windows as in the old swinging method. The entire door disappears within the wall when not in use. In housecleaning, rooms may be shut off as soon as cleaned, thereby greatly facilitating the work.

off as soon as cleaned, thereby greatly facilitating the work.

Because of its adjustability, close-fitting, ease of installation, fool-proof operation, this method of operating doors recommends itself to

owner, architect, contractor and mechanic alike.

Another commendable "Sliding Door Poem" by L. D. Thomson, care Harding & Seaver, Architects, Pittsfield, Mass.

Open and Shut

To eat your cake and keep it, too, I've always been inclined; And that's the very sort of thing These sliding doors can do.

I have a house all opened wide, For dances or for tea; Or shut it tight and not a sound Can bother you or me.



And May can sing and Joe can shout, The baby have his nap; The Richard-Wilcox Hangers Have given us this "snap."

We fill the doors with glass and then The sun and light stream through; While soft, silk curtains, if you choose, Cut off a room from view.

They slide so still you never know, Unless you see them shut; They occupy no needed space, Nor bang nor slam nor butt.

We shut out draughts if need be, We keep the warm air in; Make this room warm for "Grandma," And this one cool for "Min."

The Richard Wilcox Hangers Were made for folks like me, To make a little house seem big For dances or for tea.

Yet leave a quiet, home-like spot Where children with their toys, Can have their fun and no one shout, "Oh, will you stop that noise."

> L. D. THOMSON, Care Harding & Seaver, Architects, Pittsfield, Mass.

Letters From Winners

Continued From Page Twelve

July 11th, 1913.

THE RICHARDS-WILCOX MFG. Co., Aurora, Ill.

Gentlemen-I am just in receipt of your check for \$30.00, representing the second prize in your contest, "The Advantages and Conveniences of Sliding Doors in a Modern Home," and wish to thank you for the appreciation shown my article.

It is comparatively easy to write articles on good things, and will say that products such as these boost themselves by their quality and need no boosting. Yours very truly,

JNO. P. HIGGINS.

PITTSBURGH, PA., July 14, 1913.

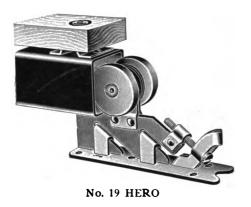
RICHARDS-WILCOX Co.,

Mr. RALPH BARNUM, Adv. Mgr.

Dear Sir-It was with great pleasure indeed, that I received your very good letter informing me that "my effort" in your Sliding Door Contest had met with such kind consideration. My time is devoted to architecture and naturally I have had some experience with door hangers and have always found that where the Richards-Wilcox Hanger is used, the sliding door gives perfect satisfaction.

Wishing you and your company every good thing that can come to you and a large amount of success in your advertising campaign, I of success ... Yours very truly, H. H. CAHOON, beg to remain,

1105 May Building, Pittsburgh, Pa.



For the Moderate Dwelling

For the customer who wants a good, dependable, moderate priced hanger, we recommend this simple, substantial model.

A Popular R-W Trolley Hanger

Anybody can afford the Hero. Nor must its low price be construed to mean low efficiency. It is better than it need be to thoroughly fulfill the requirements of the average parlor sliding door, under average conditions.

You'll find it a sure giver of satisfaction. Write for full details.

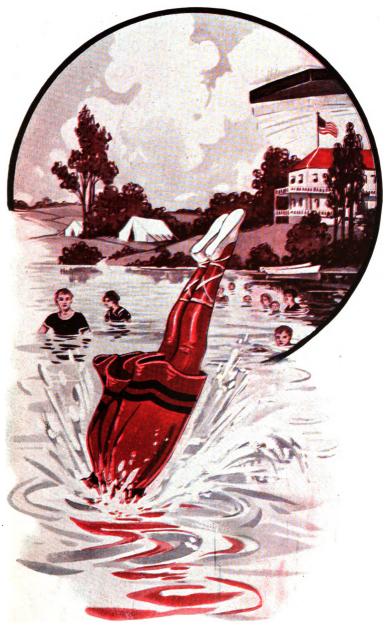




Manufacturing Co. AURORA, ILL. U.S.A.







AUGUST, 1913

Prolonged Service

A basswood and an oak are both trees, but the one will give us wood that will last only part of the time of the other. Today paints a halo around the basswood, but tomorrow pays tribute to the oak.

When buying door hangers, think NOT of today's purchase with today's dollars, but of the merit of your purchase with TO-MORROW'S needs.

MERIT always asks the higher price, not to be contrary, but because it is worth that price.

And the truth of this statement, as far as Richards-Wilcox Door Hangers are concerned, will come in the PROLONGED USE of the type of hanger bought.

Remember—there is "An R-W Hanger for any door that slides."





- FOR AUGUST ·

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis

RALPH BARNUM, Editor

A "More Business" Talk

FALL is approaching. NOW is the time to plan what you are going to do to get more business—to hold your old customers, and go after new ones.

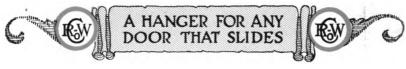
True, your present list of customers may be a very strong, sturdy plant—but it won't grow stronger of its own accord—it's more liable to decay unless you dig—cultivate the roots of your business, which are the people in your territory that you are NOT selling.

The customers of today are the result of the cultivation of yesterday. The development of the future depends upon the *digging* of the past. Your business field is as large or as small as you see it—as fertile or as barren as you make it. It's the TILLING that tells.

Real Co-Operation

Real co-operation with the manufacturers whose lines you handle, helps you ALWAYS. The spirit of co-operation governed us WHEN we prepared the advertisement for you, shown on the next page.

We want you to have this ad and use it, because it will make an attractive, convincing representative for your store—because it does not make you increase your newspaper appropriation, but gives STRENGTH to the space you use. It is co-operative in every sense of the word.



Continued from Page One

There's sufficient space at the bottom of this so that YOUR NAME can be set in big type, and when it is seen in your paper, you couldn't tell that it wasn't made for you, because it IS made for you and we are looking for your order to send an electro at once. Be sure to state whether you want a two or three-column electro.



A "More Business" Talk

Your Mailing List

Your customers and people who are not your customers should hear from you, in some form or other, at regular intervals. Mimeographed letters, mailing cards, circulars, etc., will all do effective work along these lines. Don't give your customers or possible customers an opportunity to forget you.

YOUR MAILING LIST is a most valuable business asset—if you haven't compiled one—get busy now. It is a comparatively easy matter. Local telephone books, or directories will show you scores of possible customers worthy of CULTIVATION. Your clerks and salesmen should be instructed to turn in the names of others to swell your list. Customers who have ceased to be active should be included. You depend on customers coming to your store for you have no outside salesmen, and a systematic following-up of your mailing list will exert a STRONG, STEADY pull. Keep customers names and prospective customers names in separate files as you will want to approach each differently.

Here is where REAL co-operation with the manufacturers whose lines you handle helps you again.

For instance, advise the door hanger manufacturers, paint manufacturers, builders' hardware manufacturers, etc., whose lines you sell, of the people in your territory who are going to build this Fall. Also give the name of the architect and contractor, as well as the owner's name. A manufacturer is then in position to follow-up these fellows intelligently. You know, modern selling efficiency doesn't call for hustle and bustle—but order and intelligence. Successful business men plan their work and then work their plan.

We have a plan to help you get more door hanger business in your territory. Send us the names of prospective builders, architects and contractors you do business with, as well as those you don't, and you'll be convinced of the successfulness of systematic follow-up effort on your door hanger customers and those who ought to be.

Persistency is the Jewel of Advertising

Intelligently Pursued, it Must Yield a Golden Harvest

BY WHAT method of reasoning do some merchants conclude that any sort of publicity is profitable? No wonder they find it costly. You have a right to expect great results from your advertising when it is intelligently and persistently done. But, conceive, for instance, of a store where one clerk vainly tries to wait on a dozen customers at the same time, and where the proprietor keeps twice as much stock as his trade justifies. The ultimate end of such a business is failure.

We look upon a successful business with admiration. But do we stop to think that it is the final fulfillment of an idea which first existed in a carefully arranged and developed program, as evolved by some wise mind?

All the thought, all the genius, all the experience and all the capital in the world could not have produced that successful business over night.

Why should any one demand the impossible of advertising? Of course, you have a right to expect great things of your advertising providing it is wisely done along practical, common-sense lines, because advertising is economic in effect. But it must be direct and specific—must have a definite aim. In fact, the advertiser must first get a mental photograph of his field of possible customers.

Then he must select a medium the circulation of which embraces this field with the least possible waste.

His advertising must be directed to this certain class—and he must advertise not only to secure sales, but to establish business.

You have a right to expect great things of your advertising, but you cannot expect it to duplicate, in a day, the measure of success a business has attained after years of persevering effort.

Advertising is merely salesmanship multiplied, and its full and permanent success depends upon its con-

tinuity.

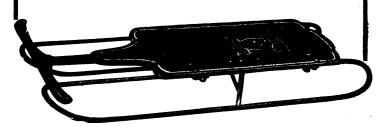
No salesman could expect to accomplish much if he worked one day and laid off five. His best effort and



SLEDDING

is always great fun—but with the Richards-Wilcox Flexofold Sled it is the greatest fun. The sled folds up for carrying; round steel runners give it speed; is easily steered; costs little; is durable—and gives boys and girls real joyrides on the hillsides.

Write Now for Prices and Full Particulars



How R-W Door









A MAN with barr Richards-Wilc advertisements direct to you already convi

Sales follow a slip

R-W advertising goods enlists its co-

"A Hanger for any Door that Slides"



Hangers are Sold



ox advertising in his farm paper. The t him to his hardware dealer—he comes nced of the merits of the goods.

ght explanation and a pleasantry or so.

is ready to work for you—showing the peration.



at Once

Write for the Full Details

Wilcox Canadian Co., Ltd., London, Ont.

Two Distinctive Features of R-W Grindstone Fixtures

TIME is a scale on which the life of INVEST-MENT is measured; and even on a single item like our grindstone fixture, we see the wisdom of laying out extra money to safeguard your investment—to increase the life of results through the lasting use of our grindstone.





PATENT PENDING

TAPERED CRANK AND SHAFT

Hole of crank has two flat, tapered sides and fits corresponding tapered ends of shaft. Crank is drawn and held securely on tapered seat of shaft by nut.

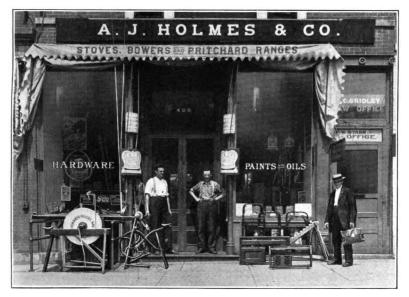
This method of attaching crank to shaft insures a permanent steady motion of stone, as it eliminates all possibility of the crank becoming loose. When crank is attached to shaft by the old-fashioned set screw method, this is not true, as the set screw is continually working loose, which detaches crank, causing a jerky, uneven motion of stone that is very injurious to keen edged tools.

Dust Shield

If ball bearings, particularly in a grindstone shaft journal, are not properly protected from dirt and grit, they soon become clogged and rotate in combination instead of separately as they should, producing the same effect that a plain bearing would. This requires more power and all the benefits drawn from the ball bearing feature are lost; undue wear on journals, caused by failure of balls to rotate separately, shortens the life of a grindstone fixture, entailing not only extra expense, but dissatisfaction as well.

We equip each shaft journal with a Dust Shield (see illustration) which effectually protects ball bearings from dirt and grit, thus overcoming this weakness.

Among Live Hardware Men



A. J. HOLMES & CO., BELVIDERE, ILLINOIS

THAT Mr. A. J. Holmes knows what a real hardware establishment should be like is proven by the extensive trade he has built up since his venture into the hardware game two years ago. While Mr. Holmes has been in business practically all his lite, he only took up the hardware line about two years ago when he bought out the Bowers & Pritchard Co. of Belvidere, Ill., which business was established by W. A. Bowers in 1903.

The men in the doorway are Mr. Holmes to the left, and Mr. C. W. Sharp, who assists Mr. Holmes in his conquest for hardware orders.

They carry a very complete stock of shelf and heavy hardware, tinware, stoves, paints, oil, etc., and not only believe in being right on the job all the time, but also taking advantage of the advertising and selling helps sent out by the different manufacturers of high class hardware products which they represent. Mr. Holmes has just given our Mr. Gaye, shown at the extreme right of picture, a list of Belvidere carpenters and contractors, also prospective builders, requesting that we follow them up on trolley door hangers.

Mr. Holmes attributes his success on the "hardware race course" to the good "nag" service.

The ADVANCE of Parlor Door Hangers

Where Cheapness is Lacking

TO MAKE a cheap hanger may take as much power, as much floor space, as heavy taxes, as much insurance—as compared with a more costly, meritorious hanger. Up to a certain point, cheapness and merit must meet a definite, set cost, but merit goes a little farther. It employs more skillful workmen, uses better material, and works out a principle in a better way.

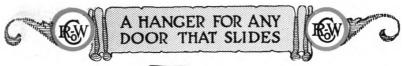
One touring car will travel a hundred-thousand miles and still look good. Another as good to look upon at the outset as the first, will break down after twenty-five thousand miles of travel.

High-grade, serviceable Parlor Door Hangers, might cost \$4.00 per pair, while cheap hangers only \$2.00, but the difference in TWO times in PRICE brings TWENTY times in SERVICE. The cheaper hanger also carries with it inconveniences, and you never get high-class SERVICE from it.

For instance, Fig. 1 on the next page represents a cheap Parlor Door Hanger. It is the ordinary type of side-hung hanger. The flat track is held in place by a side bracket. Some vertical adjustment is obtained in hanger, but no track adjustment is possible—no hanger protection is provided—nor can track be removed or its position changed without tearing away a portion of the wall. The strains on the track and hanger, are all side strains and in time, generally a short time, something "gives" and the door rubs—sticks—runs hard and noisy.

Compare this type of hanger with THE ADVANCE OF PARLOR DOOR HANGERS (See Fig. 2). Which would you have in your home?

The Advance Hanger operates silently in a strong steel, box-shaped track, and over well seasoned, hard maple strips, which are fitted into dove-tailed slots in track, insuring a perfect lock and eliminating all danger of warping. Hanger is protected from dirt and falling plaster, which keeps bearings clean and free from grit, insuring years of smooth, silent operation and PERFECT SERVICE.



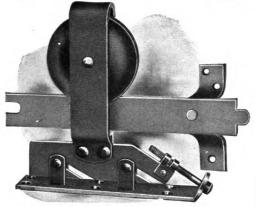


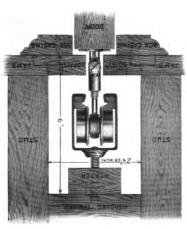
Fig. 1

AN ORDINARY SIDE-HUNG HANGER



Fig. 2

THE ADVANCE OF PARLOR DOOR HANGERS



CROSS SECTION VIEW SHOWING APPLICATION OF NO. 221 ADVANCE PARLOR DOOR HANGER

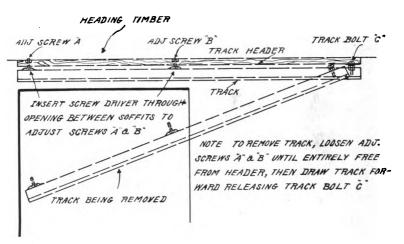
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The ADVANCE of Parlor Door Hangers

Continued from Page Ten

Hanger frame is a one-piece hardened steel forging, in which are four machined ball races. Wheels are lathe turned. Ball-bearing instead of roller bearing. Four-wheel truck from which steel pendants are pivotly hung so as to equally distribute weight of doors over wheels, insuring even operation.

Both hanger and track have accessible vertical adjustment. Adjustment in hanger is for the purpose of raising or lowering door until its edges are plumb and so that bottom edge is proper distance from floor. By adjusting track as explained below, door can be made to run plumb with floor regardless of errors in installing header or heading timbers, or the settling of building.



At the "Order Desk"

Please ship at once:

200 ft. No. 35 track, 6 doz. center and end brackets, 12 pair No. 421 hangers.

Digitized by Google

The above is the same assortment you shipped one month ago. They are selling fine and giving splendid satisfaction.

WILMOT HDW. Co.,

Wilmot, S. D.

Persistency the Jewel of Advertising

Continued from Page Four

undivided time are required to build his business. No merchant dresses his windows on Sunday and leaves them vacant during the week.

In advertising, the results from a single day's effort, unrelated to preceding or succeeding advertising, means comparatively little, but 365 days of successive, persistent effort means very much. Be persistent in your advertising efforts and you will be successful.

-Chicago Record Herald.

JUST FOR FUN

Tight Skirts in Empory

[From the Empory Gazette]

An Emporia girl met a friend the other day and said, "Why weren't you at the party last night?" The friend replied, "O, I had a dreadful accident. I sat on the lawn and a mosquito bit me, and I could not get my new skirt on over the bite."

Self Defense

Village Grocer—What are you running for, sonny? Boy—I'm tryin' to keep two fellers from fightin'. Village Grocer—Who are the fellows? Boy—Bill Perkins and me!

Blaming Woman Again

"Where," asked the female suffrage orator, "would man be today were it not for woman?"

She paused a moment and looked around the hall. "I repeat," she said; "where would man be today were it not for woman?"

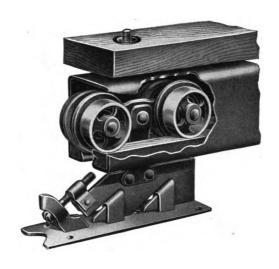
"He'd be in the Garden of Eden eating strawberries," answered a voice from the gallery.

More Desirable

The Dealer—Here is just the knife you will want on your fishing trip. It has five blades and a corkscrew.

The Angler—Haven't you one with less blades and—er—more corkscrews?

SILENCE



No. 221 Advance Parlor Door Hanger

The Only Insulator against noisy sliding doors in the modern home.



Richards-Wilcox Canadian Co., Ltd., London, Ont.

Digitized by Google





October

Digitized by Google

Time Tells the Tale

WHEN the business of any concern steadily increases each year for a period of thirty years it certainly is undisputable evidence of honest merchandising.

It must be. For no concern—manufacturer, wholesaler or retailer, big or little—can by any other method than the making and selling of high quality products and square dealing establish a business that will stand the test of thirty years' time.

The maker or seller of products of doubtful value may thrive for a few months and possibly a few years. But not for thirty years.

"Time Tells the Tale"—always. Nearly a third of a century ago we manufactured the first R-W Door Hanger. Today, more than 1000 R-W Hangers are produced where one was produced 30 years ago. Each year has brought us a greater volume of business—new customers by the hundreds.

"Time Tells the Tale"— proves beyond all question of a doubt that R-W products and R-W methods of merchandising are "right."





OCTOBER

Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis

RALPH BARNUM, Editor

Five Branches in the United States to Represent Us "On the Ground"

HERE is nothing like being on hand. In a country as large in area and numbers as our own United States, every channel must be kept in view. The Richards-Wilcox Mfg. Co. is too broad to permit the personal element to go unnoticed. We have branches in the five largest cities in America.

The New York branch is located at 85 Walker Street, and for fifteen years we have kept in touch with the trade centering in that metropolis through this branch.

The Boston office is located at 132 Pearl Street, and this branch has helped us grow for the past fifteen years it has represented us in New England.

In Philadelphia, our branch is located at 50 North Sixth Street, and cares for our large distribution that focuses in Philadelphia. For twelve years we have been represented in the Quaker City.

Our Chicago branch is located at 15 East Lake Street, and we have been represented in Chicago for twelve years.

The fifth of our branches, and one of the oldest, is located in 1609 Chemical building, St. Louis, Mo., and for fifteen years we have dealt through a St. Louis branch.

These five branches help us maintain our policy of service, whereby all territory is in touch with the personal representatives of this house. It is part of our

The Best Thing About a Company is it's *Men*—These are Some of Our Men!

NO COMPANY can be greater than the men who have grown up with it. No corporate name can be so important that it is better than the names of its representatives. The Richards-Wilcox Branch Force "out on the firing line," consists of the following sterling, 24-karat representation:



F. E. HUTCHINS



EDGAR ZABRISKIE



ROBERT DUNCANSON



C. C. AGATE

Mr. F. E. Hutchins of the New York branch, has been an R-W man for nine years, beginning with the Richards organization. Mr. Hutchins can see both sides of a question, is keen, alert, and filled with the joy of doing his best. He not only believes in his line, New York

but he has confidence in his ability to represent that line; a confidence that has always borne fruit.

Mr. Edgar Zabriskie, of the New York branch, is one of the old vanguard, who started out pioneering with the wheel-horses of the Richards-Wilcox Manufacturing Company. He was an old Wilcox man, "old" being used merely in point of service, for Mr. Zabriskie has served for fifteen years. He came in with the new organization in 1910, and knows the line from start to finish. He is equipped with enthusiasm, fortified by efficiency, backed by ability.

Mr. Robert Duncanson, another of our New York men, has been in the R-W harness for seven years. This was his first position. It is the only position he ever held. He began close to the corner-stone, and grew up as the business broadened. Keenness and likableness are two of his prominent characteristics. He knows how to smile, and does not purpose to send his smile on a vacation. Also, like the balance of the men, he knows that he is in the right in representing the R-W line!

Mr. C. C. Agate is one of the mere children in point of years of service, just having finished a year and a half with the New York branch—but he has finished well. Mr. Agate had several years' experience in the door hanger line with a large Eastern organization, prior to his coming with us. Therefore, while he is comparatively young, so far as the R-W is concerned, his seasoned knowledge makes him a valuable asset.

Continued on Page Four

Five Branches in the United States to Represent Us "On the Ground"

Continued From Page One

every-day plan of efficiency, and every man connected with these branches, is a live wire, representing the R-W interests, while looking after the welfare of our innumerable patrons: An easy task, because their success is ours!

We admit considerable pride in these branches—and particularly because they are a part of the *sinew* of our organization.

Mr. Charles Holloway, manager of our Boston branch, has been with us twelve years. He is an old Wilcox man, representing that firm in various Eastern states prior to its consummation by the Richards interests. His headquarters in those days were in Philadelphia. Mr. Holloway is one of our "strongest" men,



CHARLES HOLLOWAY



H. A. LEONARD



W. L. HAYWARD



E. A. SHALLCROSS

having had a great breadth of experience in the door hanger line. He also has the distinction of being our oldest representative. Mr. Holloway is seventy years "young," hale, hearty, with a splendid physical organism, and always alive to the humorous side of things.

Mr. H. A. Leonard, connected with the Boston branch, is a new-comer in point of service, but he has all the hallmarks of a winner. He has taken hold, and has gone into things with a keen determination. He likes the R-W force and goods, and has absorbed

the policy of this firm to such a degree that he is seasoned to its needs. Mr. Leonard has already demonstrated that he is going to be a big asset to the organization.

Mr. W. L. Hayward, who is manager of the Philadelphia branch, has been with this firm for six years, and was a valuable member of a large Eastern door hanger organization prior to that time. He made several trips abroad for these people, and is thoroughly schooled in all branches of the business. Mr. Hayward regards his duties seriously, and is 100 per cent business. He takes a great deal of pride in his own success, and in the achievements of the house.

Mr. E. A. Shallcross of the Philadelphia branch has been with the Richards-Wilcox Manufacturing Company for six years. He devotes most of his time to looking after the elevator, flush door, fire door and overhead carrying system lines. Mr. Shallcross is an engineer, and this knowledge, together with his experience in the door hanger line has made him one of our dependable men.

Continued on Page Nine

Sore Hands or Heads

never result from the opening or closing of sliding doors. Besides this feature, sliding doors are space saving, and



4,217 HAVE FINGERS CRUSHED IN VARIOUS WAYS

when open, adjacent wall and floor spaces are available for pictures and hangings.

Sliding doors never mar decorative room treatment, as they can be veneered in different wood on each side to match finish of room.

Old time objections to sliding doors have passed with the advent of Richards-Wilcox Improved Trolley Hangers, which carry doors correctly, easy and noiselessly.

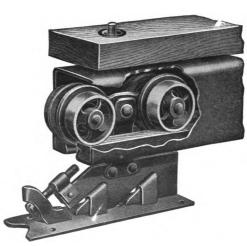
Full Details on Request

Meditations of a D

RELIABILITY as a word and relial I got stung! I got mixed with I thought a dollar was worth a hundred tionate to the judgment exercised in intexpand to ten dollars. Common sense bility to pretty theories, slick sales arginstead of in RESULTS is what makes it INSTEAD I got annoyance, disappoints

Richards-Wilcox Relia

Ask anyone connected with the hat over, what door hangers—irrespective cases out of 100 the answer will be Rich



NO. 221 ADVANCE PARLOR DOOR HANGER

Relia ial thing and its' hanger i

The Door H this page that it is service—importation operation the perfections.

Full

satisfied Customer

as a condition. Well—I know it now! and DOES. I was 'sold'—not 'served'. Its; but I've learned it's worth proporing it. It can shrink to ten cents; it can e yeast that makes it expand; susceptint, and too much desire to save in price nk. SATISFACTION is what I wanted. I, loss. NO MORE."

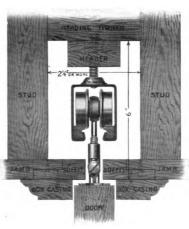
ity Widely Recognized

are or building industries, the country price—are the most reliable, and in 99:-Wilcox. Try this.

y is not a matert is a condition, tence in a door wen only by use.

VANCE Parlor r illustrated on s proven by use anger of perfect t it solves the etail of proper iding doors in ome.

ils on request.



CROSS SECTION VIEW SHOW-ING APPLICATION OF NO. 221 ADVANCE PARLOR DOOR HANGER

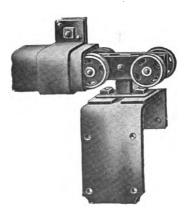
What a Difference a Good Door Hanger Makes





PROPERLY operating sliding barn doors can be obtained with certainty only by using Richards-Wilcox Trolley Hangers. Door slides smoothly without sticking or binding, and cannot jump the track.

Full details and prices on request.



THE NO. 20 GEM

AND IT IS A GEM

Mr. Jesse V. Wise, of the firm Jesse V. Wise & Sons' Company, 15 E. Lake Street, our Chicago branch, has represented Richards-Wilcox lines in Chicago and Milwaukee for twelve years. Mr. Wise is also a stockholder in our Company. Mr. Ray Wise and John Wise, his sons, have been in the business



JESSE V. WISE



RAY WISE



JOHN WISE



A. J. EGGLESTON

with him since the knickerbocker days. All are live boosters for Richards-Wilcox goods, and take a family pride in pushing the good work along.

Mr. A. J. Eggleston has been with the Richards-Wilcox house for thirteen years, beginning as a helper in the shipping room of the Wilcox Company. When the Richards Company absorbed the Wilcox Company, "Allie" was transferred to our Chicago branch to look after the trade in Chicago, Milwaukee and tributary territory. Not only does he have the required knowledge to make him worthy, but he takes hold with a grip and is always thoroughly alive and on the job.

Solving Garage Sliding Door Problems

THE immense number of private as well as public garages of various kinds and sizes which are being erected all over the country, brings to the special attention of the architect and building contractor the matter of satisfactorily operating sliding doors for this class of buildings.

'The requirements are somewhat peculiar, and at times present a considerable variety of problems, some



FIG. 1
MILTON C. PRITCHERT, ARCHITECT
BEDFORD, INDIANA

of which call for special developments, as in the case of the Pitman Public Garage at Bedford, Indiana, illustrated in Fig. 1.

The conditions to be met were as follows: A main entrance opening nine feet eight inches wide by ten feet eight inches high, with twelve inches available wall space on each side and seventeen inches at the top, was to be supplied with a door two and five-eighths inches thick lapping the opening three inches on each side and two inches at the top.

At the left of the opening and at right angles to the front wall was a partition wall with a swinging door



E. B. SEIDEL

Mr. E. B. Seidel, of the E. B. Seidel Mfg. Co., our St. Louis branch, has coursed up and down the Mississippi Valley for fifteen years, selling R-W door hangers and various hardware articles. Mr. Seidel, besides knowing R-W lines from A to Z, and also how to sell them, can tell a good story — with the real humor in it. This is not meant to imply just one story, but

many. He grows them somewhere, but nobody has ever found the story-bushes from which he plucks his gems.

Mr. James Calhoun, of the St. Louis branch, has been with this firm for twelve years, and knows the

R-W line all the way through the alphabet, beginning at either end. Mr. Calhoun has demonstrated that life is made up of door hangers, and things to eat, and door hangers and things to wear—and door hangers. If Columbus had known as much about the shape of the world as Mr. Calhoun knows about R-W products, Chris would have sailed straight to New York and taken a lease on the Battery.



JAMES CALHOUN

Mr. A. S. Fuller, of the St. Louis branch office, has been with this firm for six years, and he is a living



A. S. FULLER

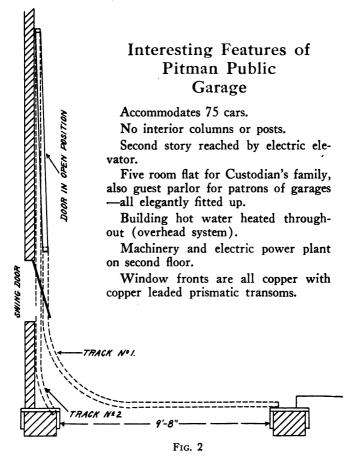
catalog of R-W goods. He knows his line from all points of the compass, as well as from the bottom up, and the top down. He is a hustler, and knows how to conjugate orders, thus: Orders, more orders, most orders. Like the balance of the R-W staff, he is a big booster for the house, and knows that, from sun-up to sun-set, the daylight shines on R-W products.

Solving Garage Sliding Door Problems

Continued From Page Ten

two feet ten inches wide and about four feet from the front wall.

The only available space in which to place the main door when open was alongside the partition wall, but a regular right angle door proposition could not be used in this case, as the main door when open, would cover the small swinging door, so it was necessary to



carry the large door back along the partition far enough to clear the small door. The back end of the main door would then be about nineteen feet six inches from the front wall. This was accomplished as shown in Fig. 2, by using two runs of No. 33 track with curves. The door was hung with two No. 235-2 special knuckle joint hangers, one hanger operating in each track. The hanger on front end of door runs in track No. 1 and the hanger on back end of door runs in track No. 2.

That this special arrangement of our equipment "filled the bill" to a highly satisfactory degree is vouched for by Mr. Pritchett in his letter of August 10th, from which we quote as follows:

Gentlemen—You pleased me and my client so with the Door Hangers and track for the big right-angled door on the Pittman garage last season, that I have been on the lookout for a chance to give you some more business. You will receive an order through your agent for regular right-angle door equipment from my client, Mr. Ed. Thornton of this city. The door is not a big one, but this private garage is an extra big one, and a strictly up-to-date brick building 58-foot front with a 14-foot turn-table and all accessories including second floor rooms for servants.

MILTON C. PRITCHETT, Architect.



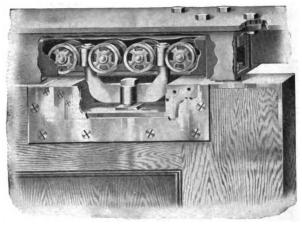
Fig. 3—Garage on the Estate of W. W. Fuller, Briarcliff Manor, N. Y. All Doors Hung on R-W Hangers

Let us assist you in solving your problems, and remember that garage doors equipped with Richards-Wilcox garage Door Hangers and Track will slide properly in every respect. We guarantee this.

Flush Door Hangers

FOR

Separating Rooms in School Houses, Churches, Auditoriums and Public Libraries



No. S-444

The R-W S-444 solves the Flush Door Problem — operates smoothly, silently and never fails.

We have blue prints giving complete details of this equipment. Shall we send you a set?

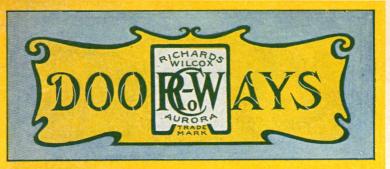


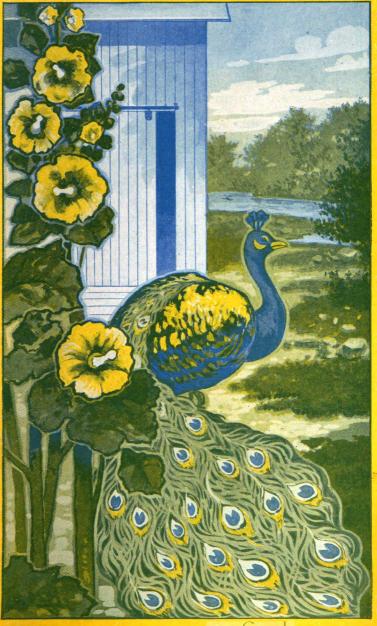


MANUFACTURING CO. AURORA ILL.U.S.A.



Richards-Wilcox Canadian Co., Ltd., London, Ont.





SEPTEMBER

BUT ONE WAY

THERE'S but one way to build a lasting business success. It matters not whether you are a manufacturer, jobber or retailer.

There's but ONE way, and that is to be found in the selling of meritorious products at honest prices. There are no TWO WAYS about it.

"Meritorious products at honest prices" forms the foundation upon which our immense business has been constructed.

It's the foundation upon which YOU have built, if you ARE now successful. It's the foundation upon which you must build TODAY if you hope or expect to enjoy an increased patronage tomorrow, next year, THIRTY years from now.

If you've handled or used the R-W line of Door Hangers, Grind Stones, Vises and hardware specialties, you KNOW that it represents the highest possible standard of mechanical perfection.

You know, too, that R-W prices and R-W methods of merchandising are fair and square from the ground up.

Get acquainted with the products that bear the R-W trade mark they enable you to "Build a Bigger, Better Business."



1910

FOR SEPTEMBER

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis

RALPH BARNUM, Editor

A Working Business Policy

A LITTLE "past center" of the Dictionary there is a word — policy. It means — a line of conduct respecting foreign or internal affairs. And a definite WORKING business policy is a big, powerful asset.

We may love our business, yet we are not in business for love. But on what policy are we (you) founded? At what do we aim — what standards do we set — what will we do or not do to get business — how will we treat our customers on those matters relating to price, representation, service, returned goods, kicks, allowances and a dozen other things.

A working business policy consists of many parts that must be dovetailed together with much patience, skill, mental exasperation and courage. Often in the process of getting it ready for market, we find necessity for derailing more than one idea and to give up what may look like a chance "to turn a dollar."

We must have a policy and work that policy. A half-baked policy is not an asset — it is a liability. A policy to be worth anything must be definite and finished.

We said that a working business policy takes patience. It is a long drill to develop an equipment that can produce high standard results and make a profit. Efficiency in employees and a reputation among the trade is obtained at the price of eternal watchfulness.

Courage above all is needed — the sand to branch out when one's equipment gets out-lived. To spend money that more may come in. To keep up with what good things the competitor offers and beat him to it. The big man, with a big policy, never cuts into efficiency — he figures against that, as against a slide down among the light-weights.

Our Policy

We succeed for ourselves by making Richards-Wilcox products so good that they make success for R-W dealers; and we try to make our dealings so FAIR that were we the dealer, and the dealer us, we would be more than satisfied.

Dealers Follow-Up Plan

THE best plan for a dealer is to fire out a followup of striking printed matter or forceful letters to all logical prospects in his territory — and keep it up. The idea is to keep your name and the goods you sell, persistently before the field so that when a prospect is in the market, your name will be remembered and your goods considered.

We have a follow-up plan that will get more door hanger business in your territory — won't you let us put it to work for you. Write for full particulars.

Store Fronts That Sell Hardware

By W. S. French, Advertising Manager of the Kawner Manufacturing Co., Niles, Michigan

UPON your shelves there are a good many lines of hardware that could be easily and quickly moved if you could only SHOW them — if the people could only SEE them. There may be many mighty good values hidden away in your Store, but surely they aren't bringing you anything in return for the money you have invested in them unless displayed.

It's your object to turn your money as often as possible — do you know any better way than to make the people see what you've got?

Do you know any better way than to make the people interested in your Store?

The whole object of any show window, good or bad, is to compel the passers-by to pause — to gradually pull them inside your Store. Of course, in sloppy weather their footsteps dirty up your vestibule floor — but wait a minute — isn't it money dirt — doesn't each dirty footstep represent an actual profit to you?

Many Types of Fronts

There are so many various types and kinds of possible Store Fronts that it behooves every merchant, no matter what his line may be, to study HIS OWN SITUATION. When you put in a new Front—either in your new building, or an alteration of the old Front, be sure that it represents YOUR OWN STORE—don't let it simply be "a Store Front"—without any particular reference to your Store.

Each and every year merchants are spending millions of dollars in new Fronts — unfortunately, but a true fact, a great many thousands of dollars are actually wasted. Every merchant puts up his money on a new Front with only the idea of an investment. During his entire business career he doesn't go through that experience more than once or twice — it's a big thing in every business. His only reason on earth for putting in a new Front is to modernize. Some believe that any old kind of Front, just so it's new, will serve the purpose. That is where they go wrong.

To make your Front pay big returns on the price you pay for it, it must be individual — it must represent your Store, and not hundreds of others in your locality.

Advertising is an Economizer of Time

A SUCCESSFUL merchant who is a steady advertiser in one of our big cities recently said he considered his advertising a real economy, because it saved so much of his clerks' time.

Yet a few business men in every city still regard advertising as a form of commercial extravagance. But they are not the leading business men of their communities. The leaders are always advertisers nowadays.

This big, successful merchant and advertiser said: "The majority of people that come into my store come in response to advertising. That means they come for certain goods they have seen described in my advertisements in the newspapers. As a result, they find their way to the counters where those goods are sold and ask for them. They know just what they want when they enter my store.

"Think how much of my clerks' time this saves! They can wait on a far greater number of people than in the old days before advertising. Then few people knew exactly what they wanted or what you sold, and wasted a lot of your clerks' time finding out.

"My newspaper advertising enables my customers to know just what they want before entering my store, because it tells them all about the goods they are asked to buy. Therefore, they have fewer questions to ask my clerks — and that saves just so much more time.

"Moreover, when my clerks are kept from waiting on other customers by people who want to be shown everything on my shelves and the other customers get impatient and fretful at the unnecessary delay, I am not only losing time and sales — but I am losing customers.

"When I think of the enormous amount of my clerks' time saved in the course of a year as a result of customers knowing just what they want, I believe that feature alone pays the cost of my advertising."

Here is a merchant who is keen enough to appreciate the many great advantages of advertising—and to make the most of them. No wonder he is big and successful.

Advertising is undoubtedly a great time-saver. But this advantage is not enjoyed by the merchant alone. Advertising saves the customers' time as well as the clerks' time. Which makes it still more valuable to the merchant, for the customers appreciate this.— Chicago Record Herald.





IF THE manufacturer's name appears on an article, you are reasonably sure that it is as good as he knows how to make it.



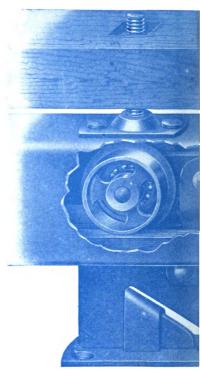
A Glowing Mark of Quality

QUALITY goods mean "made as good as it is possible to make them," not just good enough so that it is possible to sell them.

And when you buy DOOR HANGERS and TRACK, fire door fixtures, grindstones, or anything in our line, see that the article bears this trade mark, for then it will give you the most of what you expect of it.

Permanent success is the twin of permanent satisfaction, and Richards-Wilcox Products are successful because they are built to give permanent satisfaction.

Best to Sell=

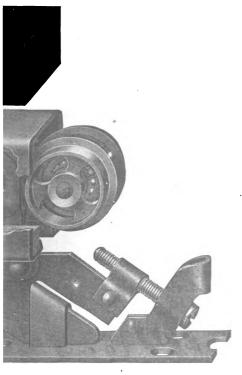


No. 221 Advance

NE permanent purchase that insures worth, is more valuable than a dozen purchases that bring only temporary satisfaction.

Unless a parlor door hanger is good enough to stand the heaviest taxation that may be placed upon it, is not worth having.

Best to Use



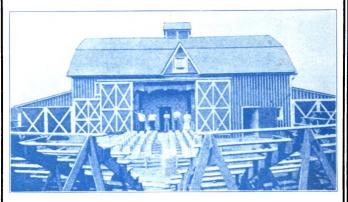
'arlor Door Hanger

To secure maximum service from a minimum price is impossible. The materials, workmanship and principles embodied in the Advance Parlor Door Hanger make it what it is—the *master* hanger.

Complets details and prices furnished at once on request.

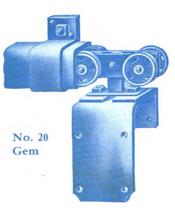
Barn as Stage of Outdoor Theatre

A ROUND Sherman Lake, one of the innumerable small bodies of water in New York State, gather many cottagers and campers during the summer months. Facilities for amusement, other than those provided by the lake and the surrounding farming country, are



THE BIG SLIDING DOORS SERVE AS A CURTAIN

scarce, so the owner of a farm near the lake turned his barn into a unique theater. Benches and seats of the circus type, placed in the open air, accommodate the audience, while the central entrance of the barn is the stage. The big sliding doors, which are opened wide in the haying season to allow the loads to enter, serve as the stage curtain.



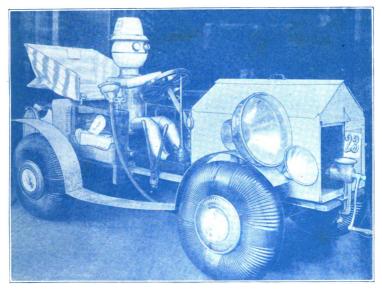
Richards-Wilcox Trolley Barn Door Hangers

never jump the track, or get out of whack — are bird-proof and storm-proof. They are the best to sell because they are the best to use.

Prices and full particulars on request.



The Kind of a Window That Attracts Attention



ORIGINATED BY MR. EARL STOLTZ, OF J. P. ECKLES COMPANY, DECATUR, ILL.

PEOPLE will "stop in their tracks," turn back and look at this window. It is an eye-opener instead of an eye-sore — a high-grade, result-producing, advertising medium.

You will also see a fine display of all kinds of Hardware inside J. P. Eckles Company's Store, and when you go into their store, you do not need to be told that they are an enterprising concern. The evidence is on every side.

This firm has been in the retail hardware business at Decatur for many years, and has built a large and profitable business by serving their trade faithfully and intelligently.

A N INFERIOR article that sells for little, because it has cost little to make piles up additional cost in breakdowns, repairs, and by going out of commission entirely.



Ad-Vantages

An Attractive Barn Door Hanger Booklet

WE WANT to place one of these booklets on Barn Door Hangers in the hands of every Farmer who contemplates building this Fall.

Won't you help us to do it by keeping us posted relative to building operations along this line in your territory, so that we can mail a book to every prospective builder?



Or if you wish, we will have a quantity of these books imprinted on the front cover with your name and address and you can distribute them direct.

A proper distribution of these attractive little books among building prospects in your territory will boost your door hanger sales considerably.

Won't you co-operate, please?

Mailing Slips to Enclose With Your Monthly Statements

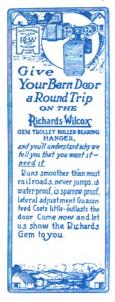
We have mailing slips illustrating and describing every one of our various products and we'll be glad to send you as many as you require to cover your mailing list, or to enclose with your monthly statements. Send your request along.



An Attractive Grindstone Booklet

This little pamphlet illustrates and describes our entire line of grindstones and is so attractively gotten up that it compels the attention of every recipient. We will gladly mail it direct to any of your customers or prospective customers whose names you will send us, or a quantity of these books will be imprinted with your name and address on the front cover, and sent you on request.

Take Your Pick







No. 1

No. 2

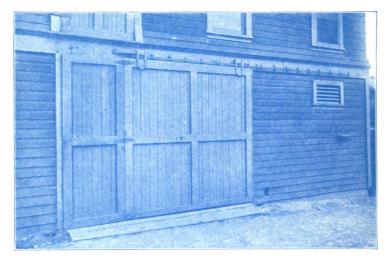
No. 3

AKE your pick of these three attractive, six-inch single column newspaper advertisements featuring our Trolley Barn Door Hangers. We will send you an electrotype of your choice at once, ready for immediate insertion in your local paper

Send in Your Request Now

Queer Mishap Kills Autoist

J. T. Gifford of Pasadena, California, Meets Death While Trying to Open Door of His Garage Which is Pictured Below.



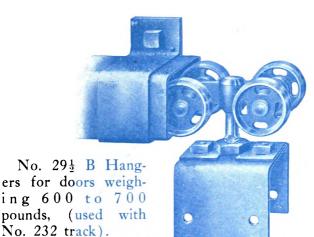
NOTICE THE FRAIL, OLD STYLE, FLAT-RAIL HANGER WITH WHICH THIS DOOR WAS EQUIPPED

NE day about three months ago, Mr. J. T. Gifford of Pasadena, California, came home in his auto, caught hold of the door to his garage to slide it back, when it came off the track, fell on him and killed him.

Fatal accidents of this nature are avoided when heavy doors are equipped with substantial trolley door hangers and track.

IN THE San Francisco earthquake, the steel buildings were left standing after the tremor; the cheap buildings were razed. And no one can tell when he makes a purchase what shocks and quakes will put his article to the test.

Can't Jump the Track or Get Out of Whack Garage and Barn Door Hangers



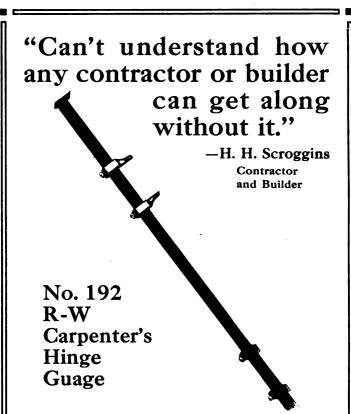
Adjustable for doors $2\frac{1}{2}$ to $3\frac{1}{2}$ inches thick. Wheels, 3 inches in diameter.

Apron, 12 inches long, 4½ inches wide, 4-inch thick.

Weight, hangers, per pair, 18 pounds. Track, per foot, $3\frac{3}{4}$ pounds.

Hercules Hanger

Represents the highest type of hanger construction. The yoke is made of one piece drop steel forging, the cones machined and all hardened. The high duty steel balls are perfectly true, insuring an easy smooth operation of this hanger under load. Adjustable vertically, it compensates for any settling owing to shrinkage of timber. The lateral adjustment prevents the chafing of door. This will appeal to architects who are striving for fitness, not cheapness of things.



This remark is a good index to the feelings of all Hinge Gauge users. What's the answer? A long felt need filled by a first-class tool! The R-W Carpenters' Hinge Gauge is a big time, labor and money saver. The old method of cutting hinge mortises is passing out, as it is far more desirable to put the R-W Carpenters' Hinge Gauge on the job and do the work of hours in minutes — and do it absolutely accurate, too.

Write for Full Details and Prices, Also How You Can Try it Ten Days Free





Manufacturing Co. AURORA.ILL.U.S.A.



Richards-Wilcox Canadian Co., Ltd., London, Ont.





NOVEMBER



By this mark men shall know them; knowing this mark, men shall buy them

HE first trade mark was the expression of an armorer's vanity. He put his sign on Milord's coat of mail, because it seemed a mighty fine piece of work, and worth the claiming of authorship.

The reasons for trade marking have changed somewhat. The R-W mark is put on R-W goods to protect the consumer. It guarantees him a certain standard of quality; he knows the maker and can hold him accountable; it is the final expression of the maker's belief in the worth of his goods, for the trade mark identifies, and should the goods prove unsatisfactory, serves as a warning that keeps the tricked buyer from being tricked again.

The R-W trade mark goes on "a hanger for any door that slides" because, and only because, we are absolutely certain that our products are absolutely right.

"By this mark men shall know them; knowing this mark, men shall buy them."





Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by
Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches .
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St
RALPH BAR	RNUM, Editor

Our Men

I T IS not a single oak (no matter how majestic it may be) that makes a forest. It is all the trees—the big, sweeping trees; and the smaller, sturdy trees. And in business, the big element is not one man, but the men.

Our men are unto us what the trees are to the forest—and each and every one has a cozy corner in our thoughts as a man as well as a salesman.

Irrespective of avocation, we must first regard men as men—and under the most jealous gauging, our field force comes up to the highest standards.

For willingness, ability, aggressiveness and experience, our men can not be beat. While not of betting proclivities, we say advisedly that we will back them against the field at any odds, whether the track is hard or muddy.

They are moved by the sterling spirit of loyalty, and they course their divers ways with the full knowledge that the R-W organization and they are integral parts.

We present our men herewith individually, and a parade them, for all our pride, for what they are, giving to each his compliment, not to coddle him with the smug content of flattery, but because we mean it.



W. L. WENTE

nephew of his.

Mr. W. L. Wente, who has been with the Wilcox Richards-Wilcox organizations for nineteen years, has the happy faculty of being a perpetual optimist. He is an antidote for panics, blues and chills. His home is Cincinnati, but his trailing ground is Dixie. Mr. Wente is a sort of first-aid to the trade, and he is expert in salesmanship. While complete data is lacking, it is believed that Sunny Jim was a

Mr. H. P. Chenoweth has been with this organization for six years, and throughout the South, where

he is on the firing line, he is "General Chenoknown as weth." Whenever he travels the streets, undertakers pull down their signs and sigh deeply. The General lives in Birmingham, and not only is he a walking encyclopedia of the R-W line, but he is prominent also in various southern hardware jobbers' associations, and in one officiates as sergeant-ofarms.



H. P. CHENOWETH

Mr. B. D. Chenoweth, son of the General, is a first-class salesman and a fairly well rated bachelor.



B. D. CHENOWETH

Maybe he believes in equal suffrage, and maybe he doesn't, but he is reserving his opinion, because it all depends on how she feels—when she looms up in the horizon. He knows Dixieland the way a trapper knows the run-ways, and while he is not a general as yet, he is a colonel, easily. He inherited the Chenoweth smile, and all's well when B. D.'s on the jobwhich is all the time.



BURT DAUGHERTY

Mr. Burt Daugherty of Cleveland has been in the R-W harness for eight years, and cares for business in the thriving marts of Detroit, Cleveland, Buffalo, Pittsburgh and adjacent territory. He knows the builders' hardware line from the first to the last letter, and has the R-W facts all at his finger-tips.

Also, Mr. Daugherty rises to the occasion when asked about the food tonic properties of bran. Thereupon he will spin a yarn. Really, it is well worth listening to!

Mr. A. K. Myers, Columbus, Ohio, has been an R-W pusher for six years, and has so much power, he never pauses on the grades. He patrols Ohio, and ferrets out needs that may be coupled with R-W order sheets. He knows the line, and knows how to sell, and views life as a place where the game goes to the fellow who plays hard.



A. K. Myers

Mr. W. J. Gilbert, of New Castle, Ind., has been one of the R-W regulars for seven years, and besides



W. J. GILBERT

knowing how to sell R-W wares he is able to take out a poet's license every open season. Like a poet he is modest, quiet, but voltaic in business. Our definition of "voltaic" is this: Should you see a switch-board reposing in seeming relaxation, and walk up and touch it, something would happen. It is that way with Mr. Gilbert when a sale is in sight.



GEO. H. BUCK

Mr. Geo. H. Buck is a Detroiter and has been with the organization for two years. He operates in the Wolverine state, and goes after business in the right way to land it. He has a pleasing personality, and Patience was a twin of his from birth. His power of adhesion on the job is phenomenal, and when he places his sales crow-

bar beneath a prospect, he sticks until he has lifted an order.

Mr. W. C. Gaye has been with this organization for eighteen years, and travels Northern Illinois and

Southern Wisconsin. Mr. Gaye is strong in the ranks of the Gideons, and exemplifies clean living. Although sixty-five years of age, he has the rosy look of youth, and if many of the younger fellows had the same ginger and stamina, they might be willing to be sixty-five. He sees the bright side of things, and never saw a cloud in his life without finding its silvery lining.



W. C. GAYE

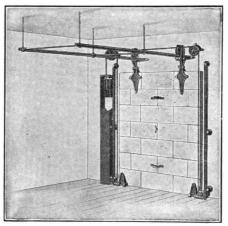
Mr. D. R. Strain, living at Peoria and making Illinois, has been one of us for seven years. He has a



D. R. STRAIN

lot of sunshine in his make-up, and he goes after business to win—and succeeds. He never makes a big noise, but the noise he does make sounds like business always. This is a most commendable trait, and has not only built up fine orders for the house, but has cemented a wealth of good will among the patrons of R-W.

Richards-Wilcox Horizontal Sliding Door Fixtures



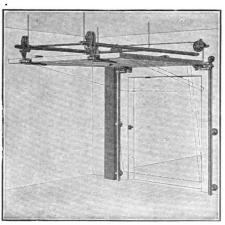
(Fig. 1, Door Closed)

Fig. 1 illustrates the No. 649 Richards-Wilcox Horizontal Sliding Door in position. A practical warehouse or fire-door where ceilings prevent the use of vertical, or where obstructions at side of the opening prohibit the use of an ordinary sliding door.

A special arrangement of pulleys and counter-balance weights can be furnished requiring only 16 inches above opening. No endless chain is required to operate No. 649 Richards-Wilcox Horizontal Fixtures. It is easy to operate, simple in construction. When the door is open it is entirely out of the way.

Adaptable for Fire-Doors

When used as a Fire-Door, these fixtures are equipped with our automatic closing device. In specifying, mention whether for fire-doors or not.



(Fig. 2, Door Open)

Completely Equipped with



A Profit Producing and Business I

THIS picture shows a door completely equippe A door hung with Richards-Wilcox Hangers Hardware will operate perfectly in every respect.

Richards-Wilcox Sliding Door Hardware is ca out the United States and Canada, but if by chan see that your requirements are properly filled.

List of Hardware

- No. 821 Red Jacket Trolley Hanget
 No. 31;Trolley Track and Bracket

Drop us a line anyway, for descriptive matter whi

L-W Sliding Door Hardware



uilding Line of the Highest Order

with Richards-Wilcox Sliding Door Hardware. nd equipped with Richards-Wilcox Sliding Door

ied in stock by leading hardware dealers throughe your dealer cannot supply, write us and we will

sed on this Door

3. No. 525 Sliding Door Lock

4. No. 88 Binder and Door Stop

ay Roller

h will tell you in detail all about the above hardware.



Designed for the Best Class of Residences

THE sliding doors of the country mansion or the city brownstone ought to be "in tone"—which in this case means *silent*—with no tone at all! There should never be squeak or squeal, rumble or roar, nor trouble of any sort.

Richards-Wilcox Advance House Door Hanger

Exactly Fills the Bill

It's a silent-rolling hanger—made battleship strong, and watch works accurate.

Regular R-W track wood-lined for silence. Wide tread wheels that run on a hatful of steel ball bearings. Simple adjusting device, in both hangers and track, all the more effective because of that simplicity.

Prices that meet the situation.

Write.



G. J. BARBER

Mr. G. J. Barber, with us for five years, lives at Marshalltown, Iowa, and looks after the R-W interests in Northern Iowa. He is clean-cut and successful, and has his name chiseled high in the list of our best men. He knows how to cultivate his territory, and is one of the welcome visitors among his patrons. He looks after

their welfare and represents the R-W forces in a most thorough manner always.

Mr. L. Weeda, of Dubuque, Iowa, has been one of this organization for seven years, and cares for North

and South Dakota, the kingdom of wheat. He is known among us as "the tall pine of the North Woods," and towers well in altitude. He skyscrapes fine in new territory, and has a keen aptitude as a pioneer. Wherever he goes he gets orders because he is a most excellent salesman and knows R-W lines thoroughly.



L. WEEDA

Mr. O. N. Staley has finished a decade with the organization, and was one of the organizers of the Richards Mfg. Co., occupying the position of vice-



O. N. STALEY

president of that house, and traveling for them. His health bent under the strain of hard work, and he sold out his interests, but has since come back, with the true instincts of a homing pigeon. Mr. Staley lives in Aurora and makes Minnesota and Northern Wisconsin territory, where he always gives an excellent account of himself.



F. G. DAUGHERTY

Mr. F. G. Daugherty has been one of the R-W salesmen for three years, and is clean-cut and very capable. He is regarded with the greatest esteem among the trade, and is always on duty. Mr. Daugherty lives in Omaha, and his territory embraces

Nebraska and Missouri. Mr. Daugherty is a man of most likeable disposition, and is regarded as one of the stand-bys of the house.

Mr. C. B. Cowles hails from Enid, Okla., and travels for the R-W organization in Kansas and Oklahoma, as well as Southwestern Texas. Mr. Cowles is a hard, conscientious worker, and knows how and where to get orders—and gets them. He never easies-up in his duties,



C. B. Cowles

but is a minute-man who is ever ready to respond to duty's demands.



T. A. WILLIAMS

Mr. T. A. Williams is the R-W man out in Salt Lake City, and for fifteen years has been on the firing line caring for that trade. He is methodical, painstaking, certain. He is successful and has the highest confidence of his trade as well as this house.



L. M. GRAHAM

Mr. L. M. Graham of Portland, Oregon, has been with us for seven years, and looks after the Pacific Coast trade. He is the "globe-trotter" of the R-W forces, and has a keen sense of pioneering. He makes special trips to Honolulu, Canada and other places, and like one Alexander-the-Great, he is always

looking for new worlds to conquer, and being a salesman of the first water, he is some conquerer!

Mr. Orville Ewing, of Los Angeles, Calif., has been

an R-W salesman of high calibre for two years, and makes Pacific Coast territory. He is an expert in builders' hardware. Whenever he goes over his territory, we know that his quota of orders will be large, and that he may be depended on always to give a good account of himself.



ORVILLE EWING

Mr. M. H. Melrose of Plano, Ill., has been on the line for ten years, and makes points in Southern Iowa and all states of the West on the sunrise side of the



M. H. MELROSE

Sierras, including New Mexico, Montana, Colorado, Utah and Nevada. Mr. Melrose was born on a bright morning, and caught the smile of the new day. It has remained with him ever since and he is widely liked among the trade. He is a good salesman, and a good fellow—a very excellent combination.



W. D. Jameson

Mr. W. D. Jameson silhouettes against the horizon with size and majesty. He looks after our railroad business, and his office is in Chicago, where all big men seem to congregate. He knows the railroad field thoroughly and has more friends among railroad men than any other man we know of. Besides

being a high-class salesman, he evolves some very excellent dividend ideas.

Mr. A. E. Ryall is a regular Pinkerton detective

when it comes to digging up business. He picks up sales clues the way some men pick up—well, just pick up generally. Mr. Ryall's home is Aurora, where he has lived and worked for us for ten years. He is in charge of our special department, being authority on such work as firedoors, garage doors, elevator doors, and overhead-carrying equipment.



A. E. RYALL

An Invitation

A URORA, Illinois, the City of Lights and home of the Richards-Wilcox Mfg. Co., is only an hour's ride on the "Q" from Chicago. and whenever you are in Chicago you are invited to come out and visit us.

¶ You will not only find many things of incidental and general attraction, but you will have visited the largest Door Hanger Manufacturing Plant in the World — and the most interesting.

Chicken Farming

I started out to raise some hens; I first bought wire to make the pens. You need nice pens to make hens thrive. Mine cost me forty twenty-five (\$40.25).

I bought eleven kinds of feed For fowls a large assortment need. I bought cut bone and grains galore. The bill was nineteen eighty-four (\$19.84).

O' course hens need a chicken shed, A place to sleep and to be fed. Mine was a good one through and through And cost me sixty forty-two (\$60.42).

I wonder if hen farming pays;
I've had twelve eggs in sixty days.
The bills, of course, have been immense.
The twelve eggs brought me thirty cents (30c).
—Selected.

No Slouch

The men in the Pullman smoker were arguing about the great inventors. One said Stephenson, who invented the locomotive, and made fast travel possible, was the greatest. Another declared it was the man who invented the compass, which enabled men to navigate the seas. Another contended for Edison. Still another for the Wrights. Finally one of them turned to a little man who had remained silent.

"Whom do you think?"

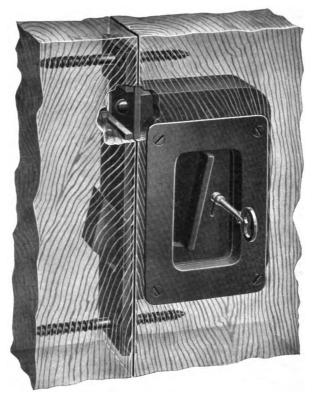
"Vell," he said, with a hopeful smile, "the man who invented interest was no slouch."

M'Fae was a believer in large families. He took his out one day. Some distance from home he was stopped by a policeman, who asked, "Whatcha been doin'?"

"Not'in'," said M'Fae.

"Well, what's the crowd following you for?"

The Acme of Perfection in Garage Sliding Door Locks



Specify No. 525

Changes of keys. Mortise type. Lock, latch and flush door pulls combined. Operated from either side of door. For single or double doors. Latch piece and trip made of malleable iron. Steel flush cups. Steel keeper plate. Latch is released and door pulled open by same movement. Mortise case is 4½ inches high by 3½ inches wide by ½ inch thick. Finish, black. Weight, 3½ pounds. Packed one lock in metal edged paper carton, complete with screws and templet for setting lock.

Your requirements can be supplied by your local hardware dealer.





Manufacturing Co. AURORA, ILL. U.S.A.







GREETINGS

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BARGAINS

THE "bargain" that is a loss to the seller, unless it is sold, cannot be a gain to the buyer.

Bargains have but one argument — price — and are things either lacking in quality, injured, shop-worn or succeeded by a more useful device.

Real bargains are things that serve better, irrespective of cost.

For instance:

Richards-Wilcox

Sliding Door Hangers, Grindstones, Automatic Fire Door Fixtures, Rolling Store Ladders, Store Shelving, Manual Training Benches and Rapid Acting Wood Workers' Vises.

Prices and full particulars on request.





FOR JANUARY

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis

RALPH BARNUM, Editor

Greetings ARTOR, LENTY AND TILDEN FOUNDATION R

HILE Time is tolling off the passing of another twelve-month, we greet with our kindest thanks for your cooperation during the weeks and seasons that have sped—and we trust that 1914, and its many successors, may make your harvest yield rich and plenty, and the granaries of your business filled to the rafters with success.

And we pledge you our unbroken, unwavering watchfulness of all details, so that our products will always live up to your sincerest efforts and your most enthusiastic promises.

Our entire working force—our mechanics, office employes and salesmen—join in these well wishes, and in this pledge.

Trusting good fortune keeps vigil over your progress and profit, we subscribe ourselves,

Sincerely yours,

RICHARDS-WILCOX MFG. CO.

Editor's Note—A well-known magazine writer said well, "If a writer can give a reader but one helpful idea, he can feel that he has served and that his paragraph or page has justified its existence in the periodical in which it appears."

We hope to serve you in this new department of DooR-WAYS-"Selling Ideas for Hardware Dealers." Its purpose is to give you ideas which will help you in the game of selling hardware, and it will interest you to read what we have to say this, and also ensuing months.

Store Slogans

A GOOD, live store slogan is a very valuable advertising asset. It must be short, however, to the point and really mean something. In the following we give you a few suggestions of what a store slogan should be, and if you want us to get up a slogan to fit your particular business, all you have to do is to drop us a line and put us to work.

We strive to please and are pleased to strive. If we can help you command; if we can help you MORE demand.

Right-Way, Right-Work, Right-Wares-R-W.

Preventing Frosty Show-Windows

It is a serious problem to have your show window put out of commission for days and days in the winter time, and we suggest here the best way for overcoming this annoying trouble.

Closely case in the background of your show window and provide air vents in your store front to permit free circulation of air. When this method is employed, you will never have frosty windows.

Your Mailing-List — Make It Efficient

Direct mail advertising, particularly the letter, makes it possible for you to enter more intimately into the value of a proposition, to address the recipient more directly and consequently is one of the best ways to promote any line of merchandise.

Keeping your mailing list up to date is most impor-Dead lists mean wasted postage and wasted literature, and that means wasted dollars.

Many hardware firms greatly increase their sales on certain lines each year by cooperating with the manufacturers in producing effective promotion work in their territory by planning systematic follow-up campaigns on possible prospects. L. C. Hebeisen of the Jacob Hebeisen Hardware Company, Hamburg, Minn., writes that last year he doubled his paint sales by just such work as mentioned above. The A. D. Wood Hardware Company, one of our customers at Lansing, Mich., writes us that the mail campaign we planned for them on the contractors in their city is producing many inquiries, and they expect to do a large volume of business as the result.

Real cooperation with manufacturers whose lines you handle helps you always. No question about it. And as advised in the July issue of "DooR-WAYS," we have outlined systematic mail follow-up campaigns which will help you get more door hanger business from Contractors, Carpenters and Farmers in your territory if you will let us put them to work for you. We cannot tell you all about these campaigns here, so drop us a line for further particulars.

Continued on Page Nine

This Tool Satisfies

M. E. S. ROSE, Contractor and Builder of Stockbridge, Michigan, writes: "The Hinge Gauge arrived all right and is giving good satisfaction. Enclosed is check for bill in full."

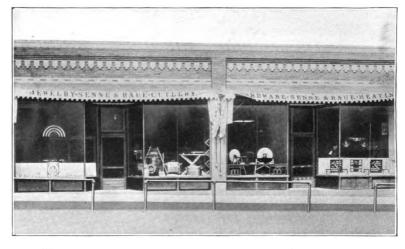
W. S. May & Company, hardware dealers of Stockbridge received credit on this sale.

This gauge is easily adjusted to fit the smallest as well as the largest hinges, and equally adapted for use on the smallest and largest doors.

Prices and full particulars will be sent at once.

SENNE & RAUE have been in the hardware business at Crystal Lake, Illinois, for years. Their reputation is well established, and their recommendation back of any line of goods is a strong factor.

There are few hardware stores in towns the size of Crystal Lake that can compete with Senne & Raue's store. The picture will give you some idea of it's attractiveness and size.



You will note R-W Grindstones and Hangers occupy a prominent place in one of their show windows, and in talking with them we learned that they push advertised lines in all departments of their business.

They are a capable, successful and enterprising firm, one that a producer likes to be "hooked up" with.

Aurora Y. M. C. A. Leads Country

IT IS said that the Aurora Association compared with other Associations in cities of Aurora's size, leads the country, not only in point of membership, but also in doing things. There is no other association in Illinois, outside of Chicago, which is as large as the Aurora. Mr. C. S. Kilbourne, president of the Aurora Association, stated in his annual address at a recent Y. M. C. A. banquet that they now have a membership of 1500. He also praised the Aurora manufacturers for their help and told those present that corporations like the Richards-Wilcox Manufacturing Company, Stephens-Adamson Manufacturing Company, American Well Works and the Western Wheeled Scraper Works always paid half of the membership fee of any of their employes who wished to join the Y. M. C. A. He also said much credit was due the Richards-Wilcox Manufacturing Company who blazed the way for this, as they were the first to adopt this policy.

DURING 1912 a well known Eastern Accident Insurance Company paid \$3,000.00 to eighty-two of its policy holders for injuries to fingers caused by operating swinging doors.

Compare the very small percentage of people insured in this one company who operate swinging doors with the vast number in the United States who have swinging doors in their homes, and you can get some idea of the great number injured one way or another in operating swinging doors.

No one ever crippled his fingers, bumped his nose, or smashed his glasses on a sliding door, because when open they are in the wall, not out in the room in the way of everything and everybody. About the only thing in favor of swinging doors is—they cost less.

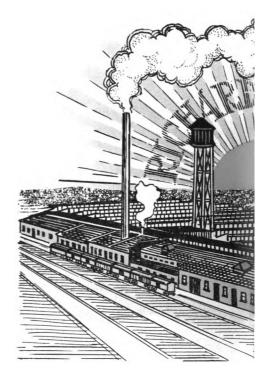
Unless a thing is good enough to stand the heaviest taxation that may be placed upon it, it is not worth having. It is impossible to secure maximum service from a minimum price. Materials, workmanship and principles determine the merit of whatever is made.

SUPREMACY

Means Possession of First Place



Our No. 221 Advance House Door Hanger Has Won Supremacy in its Field

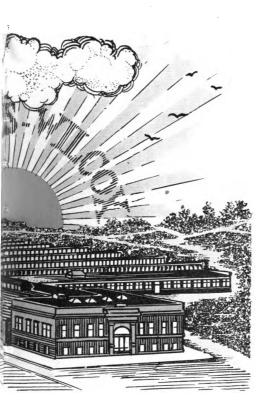


Thirty Succ

HE greatest proof of Richards-Wilco of our business but the number of hardwar business with our line.

Any clever sales and advertising organizati ments about its products, but when thousands Richards-Wilcox line of door hangers to the te there must be *merit* to the line. We number abou and would like to tell you why you should mutual benefit. At any rate drop us a line.

A Hanger for Any

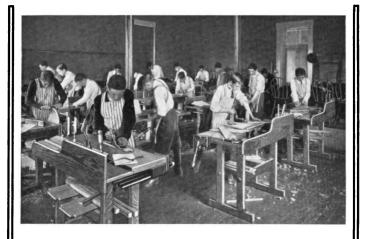


essful Years

Door Hanger merit is not only the growth dealers who have increased their door hanger

on can create logical and forceful selling arguof the foremost hardware dealers have put the at of severest competition—with profitable results, 10,000 live hardware dealers as our customers e—possibly our doing so would result to our

Door That Slides



R-W Vises and Manual Training Benches

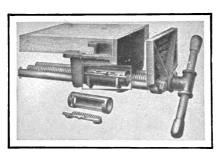
THE above picture shows R-W Vises and Manual Training Benches in use in the schools of Rockport, Indiana, a town of three thousand inhabitants with about six hundred pupils in their schools.

For maximum efficiency, strength and durability, Richards-Wilcox Rapid Acting Vises are leaders in their field due mainly to simplicity of mechanism. Every one which leaves our plant is perfect, and the fact that we ship several thousand a month, with mighty few if any come-backs, proves that no guesswork or poor raw materials enter their manufacture.

Prices and full information on request.

No. 430 Rapid Acting Vise

FEATURES:



2-Piece Phosphor Bronze Nut.

No Pawls, Racks or Triggers.

Instantaneous Adjustment.

Continuous in Action.

Jaws, Best Grey Iron with Working Surface Ground and Finished.

Ad-Tips Continued from Page Three

The ad-writer of a retail hardware establishment, or any other establishment for that matter, should make his ads simple and right to the point. There

> WE SELL ALL KINDS OF

Window Glass

We Repair Windows

Santa Fe Hardware & Supply Co.

Everything in Hardware
Ludwig Wm. Ilfeld W. H. Wickham

should be no waste of space or juggling with words. He should have plenty of black and white space in his ad—and sometimes borders can be used very effectively to make the ad conspicuous among the many others in the paper in which it appears.

We show here an ad of the Santa Fe Hardware & Supply Company

which occupied a double column five-inch space. You will note ten words comprise the text matter, and if this ad-writer had used ten times as many, a better ad could not have been produced. It is sufficient to tell the good people of Santa Fe where to go for window glass or to get their windows repaired.

The person who refuses to buy because it is possible to postpone the purchase, is like the man with bad teeth who does not visit the dentist. He suffers in pain, inconvenience and indigestion.

In the San Francisco earthquake, the steel buildings were left standing after the tremor; the cheap buildings were razed. And no one can tell when he makes a purchase what shocks and quakes will put his article to the test.

¶ If Napoleon had known of the sunken road at Waterloo, it is likely he would have won that battle, and continued his successful career. The knowledge, after it was too late, was like thinking of buying a needed thing after the full force of the need has passed.

72106

- ¶ A man's got to lose more than money to be broke.
- When a fellow knows his business, he doesn't have to explain to people that he does.
- Nail a fact just as a sensible man nails a mosquito —the first time it settles near you.
- ¶ In all your dealings, remember that today is your opportunity; tomorrow some other fellow's.
- ¶ A competent boss can move among his men without having to draw an imaginary line between them, because they will see the real one if it exists.
- ¶ You must learn not to overwork a dollar any more than you would a horse. Three per cent is a small load for it to draw; six, a safe one; when it pulls ten for you it's like working some place where you've got to watch to see that it doesn't buck.—Printers' Ink.



BREAKERS AHEAD-LIFE

FRIENDS of Mr. James Murphy, owner of the Murphy Hardware Company, Racine, Wisconsin, and a former president of the Wisconsin Retail Hard-



JAMES MURPHY RACINE, WIS.

ware Dealers' Association, will be sorry to learn that his health has bent under the strain of his activities and that he is obliged to retire from business.

Mr. Murphy started his hardware business thirty-three years ago with a small capital and necessarily a small stock. Today he carries as nice an assortment of general hardware as can be found in Wisconsin, and his is one of the best known mercantile establishments in the city of

Racine. Incidentally, he has sold Richards-Wilcox Door Hangers nigh on to twenty-five years.

Mr. Murphy has been an efficient worker for many years in the Wisconsin Hardware Dealers' Association, and he served well as its president in 1908.

Mr. Murphy enjoys the trade now of most of his customers who first bought hardware of him thirty years ago, and attributes his success in business to courtesy, which he says always goes hand in hand with efficiency.

• When a thing is needed, its purchase is the cheapest way out. If an article does things better, at less cost, with less labor, and saves time, it is the best investment that can be made. Its value is not a matter of today's dollars, but of continued usefulness.

THERE are twenty-two single sliding doors and four pairs of sliding doors in this big barn, requiring thirty pairs of Richards-Wilcox hangers and two hundred and sixty-eight feet of trolley track. It is



The Maples Farm Barn, Van Buren County, Michigan, Owned by Jesse V. Wise, Chicago

a thoroughly modern and sanitary structure, having a cement floor throughout, cement mangers and gutters with capacity for one hundred and forty tons of hay, one hundred head of cattle, fifteen hundred bushels of grain, also other small bins for ground feed, etc.

A Compliment to the Victor

Mr. Bert E. Erskine, Farmer at Oakdale, Conn., writes us that he likes his neighbor's "Victor" Grindstone so much that he is going to have one at any price.

And he got one of our agent at Norwich, Conn. Richards-Wilcox Grindstones are higher in service,

not lower in price, because a grindstone is bought for *use*—not possession.

In the long run the successful are quality buyers and quality producers because "first orders" are not profitable—they cost too much to get. Sell goods that won't come back, and your first customers will come back, and bring others with them, too.



RICHARDS-WILCOX MFG. Co., Aurora, Illinois. Galva, Iowa.

Gentlemen—I received a copy of DooR-WAYS today, and pronounce it a neat and snappy little sheet.

Yours very truly,

J. M. LANK, Hardware Merchant.

RICHARDS-WILCOX MFG. Co., Aurora, Illinois. Houston, Tex.

Gentlemen—Replying to yours of the 5th, enclosing several issues of "DooR-Ways," wish to thank you very much for these and also for placing our name on your mailing list. I think this is a splendid magazine and trust it will result to our mutual benefit.

Yours truly,

Bering-Cortes Hardware Co., (Signed) H. A. Bybee.

RICHARDS-WILCOX MFG. Co., Aurora, Illinois. Lansing, Mich.

Gentlemen—Would it be asking too much to send me some of your April calendars with the "Play Ball" girl picture? She is just as much of a peach as your door hangers.

Yours,

D. B. Moon, Architect.

RICHARDS-WILCOX MFG. Co., Aurora, Illinois. Brooklyn, N. Y.

Gentlemen—I would be pleased to have a set of blue-prints giving installation details of the R-W Auditorium Door Hangers, as per your offer in "DooR-Ways."

I would like to take this opportunity, also, to tell you that I take much interest in your little magazine and read it from cover to cover. Thanking you, I am, yours truly,

W. HESSER PAVITT, JR., Architect.

RICHARDS-WILCOX MFG. Co., Aurora, Illinois.

Circleville, Ohio.

Dear Sirs—Thank you kindly for your reference of prospect of recent date. We have written the gentleman, and will endeavor to secure his business on R-W Hangers, etc.

We carry your barn door track and hangers and have had a very nice business. Our purchases are made through jobbers, as it gives us quick deliveries.

Keep us on your list and we will go after every prospect.

Yours very truly,

CIRCLEVILLE HARDWARE Co.



Every Home and Apartment Building

LARGE openings between rooms have long been considered preferable, but the question of closing these openings soon became a leading objection. The French evolved the use of curtains, ropes, grills, etc., as a solution to this problem, but this was not satisfactory, first, on account of sanitation; second, ventilation; third privacy of separate rooms; fourth, cost.

The sliding door solves the problem in all its details, and also affords many advantages over doorless doorways. For instance, fire protection, as sliding doors have often confined damage to a single room.

Probably the greatest objection to the sliding door in its inception, was the old hangers and track working together which caused the door to make so much noise that it was not opened or closed unless absolutely necessary. Then, too, in time this old equipment caused the door to stick and bind—sometimes to jump the track—

But all of these unsatisfactory conditions were eliminated with the advent of the improved R-W Trolley House Door Hanger which is practically noiseless, has simple adjustments in both hangers and track, positively will not jump the track, stick, bind or get out of whack. And as Mr. Tom B. Walker, Spokane architect says, "We should all specify it to be satisfied."

And you should.





Manufacturing Co. AURORA, ILL. U.S.A EB 4 1914



FEBRUARY



"A Hanger for any Door that Slides"

Cheap Goods Like Old Buildings

WERY day in our large cities we see workmen pulling down old buildings of ten to fifteen stories so that new buildings of twenty to forty stories may be constructed in their places. If we look merely at the demolition of the old structures, we see waste. If we consider the added value of the new buildings, we see gain. As land becomes more valuable its rental necessities increase. Therefore, there is an economic side to this destroying in order that something larger and better may occupy the space.

Cheap goods are like old buildings. This is true of all kinds of commodities, be they machines, foods, fabrics or services. The lowpriced, cheap, inefficient article costs less because it is worth less. Its use takes more time and produces poorer results. Therefore, what is saved at the time of purchase is lost through use. A capable workman may fail if his tools are a saw, a knife and a hammer. The skill of workmen has been caused by facilities to cultivate that skill. Just as a cheap piece of furniture warps, checks and comes unglued, so does everything that is cheap fail in the fulfillment of its purpose.

Real economy in door hardware is based on bedrock merit, which you will find in every

> Richard-Wilcox Door Hanger





Manufacturing Co. AURORA,ILL.U.S.A.





FOR FEBRUARY

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers .	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Mikon D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker St. New York City 15 E. Lake St. Chicago 50 N. Sixth St. Philadelphia 137 Pearl St. Boston 1609 Chemical Bldg. St. Louis

RALPH BARNUM, Editor

Co-Operation in Merchandising

TE ARE all dependent on one another for business success. The interests of the maker, seller and user are interwovenone could not progress without the other's cooperation. The merchant and the maker are co-partners in serving the user, and both are as eager to see their sales increase. Primarily, the extent of the maker's duty was to supply the goods only, and it was up to the merchant to create and develop the market. Of late years, the maker has gone beyond merely supplying the merchandise he has inaugurated various ideas, plans and systems of creating interest in the community of the merchant; he has not been satisfied to simply supply the goods—he has spent time and money to make the goods move. It is not only good business on the part of the merchant to accept such cooperation (because it will add to his store's profits), but it is the moral duty of the merchant to work hand in hand with the maker in stimulating local sales.

The merchant should use to the fullest measure all of the ideas, plans and systems that the maker

Continued on Page Twelve

A "Main Street" Advantage

THE best retail location is always in the center of the district where the greatest number of people constantly go for the purpose of buying what they need. Pay a little extra rent for a good location, as a store on the main street has a big advantage over the store on a side street.

Stationery

Do you know there are merchants who will spend three hours of valuable time and energy in talking one person into buying a bill of goods, and then address five hundred prospects in their community with the cheapest kind of advertising?

When you cannot see your customer your stationery represents you, therefore, it should be printed well and of good quality.

Making Extra Sales

A large retail hardware firm in Western Canada finds that it increases its sales by hanging up a bulletin board inside the front door displaying current newspapers advertising special sales, etc.

Customers coming into the store to buy one particular thing, look over this advertising and are often reminded of something else they need but had not thought of—and they buy that too.

Interesting New Customers

We are in receipt of a letter from an Illinois hardware merchant in which he says he, for one, would be interested in having us publish in "DooR-WAYS" forms for two letters, one to interest and get new trade and one to bring back former customers.

We are sure letters of this nature will interest every hardware merchant, and we print below a letter which may assist you in getting new customers. Next month we will give you a suggestion for a letter to bring back old customers.

Dear Mr. Buyer: When you go out to lunch you don't go to a butcher and buy a steak—a grocer and buy vegetables—a baker and buy bread. No! You go to a restaurant where you get "complete service"—you tell one man what you want, and everything comes to you ready to eat.

When you want a bill of hardware, don't go to a half-dozen different concerns—come to us and get complete service. We carry everything in hardware. Can quote prices to meet the situation, and small orders receive just as propert and conscientious attention as large.

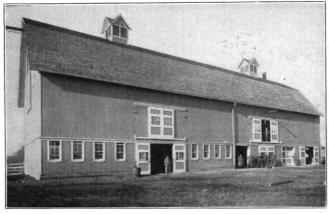
as prompt and conscientious attention as large.

Don't take our word for what our store and stock are like, though. Come in and get acquainted with conditions yourself. We welcome a new customer, and we know you will remain an old customer because we treat you as we would like to be treated.

Digitized by Google

S. A. Smith, Contractor of Elgin, Illinois, writes that this is the largest barn he erected last summer, and we believe it is as large or larger than any barn in Kane County. This splendid up-to-the-minute structure is situated near the famous Elgin race track, and we understand that during the racing season it will be used to house automobiles and race horses.

It has a capacity for two hundred and sixty tons of hay, stalls for thirty head of horses and bins for thirty-five hundred bushels of grain—a 42 x 68 foot room for farm machinery, a 20 x 20 foot room for cooling



D. B. HOORNBECK BARN, ELGIN, ILLINOIS S. A. SMITH, ARCHITECT AND CONTRACTOR, ELGIN, ILLINOIS

milk, a 12 x 20 foot room for a motor driven pump and 1500-gallon capacity tank for supplying the private water system, having a forty-five pound pressure.

This barn is 48 feet wide, 168 feet long with 24-foot side timbers. Forty-two pairs of Richards-Wilcox Trolley Barn Door Hangers, three hundred and twelve feet of trolley track and a number of extra brackets were required to slide the doors in this big barn.

W. J. Meehan of Elgin, one of the oldest and most prominent hardware merchants in Kane County, received this fine business, and he writes in view of the satisfaction-giving qualities of our hangers he also expects to receive another large order soon for the necessary hangers and track for use on a large modern cow-barn, plans for which Mr. Smith is now preparing for his client, Mr. D. B. Hoornbeck.

A MONG the aggressive hardware merchants in Iowa is Mr. A. F. Schemmer of Rock Valley. Mr. Schemmer is continually on the alert for new ideas—new and better ways of doing things. He got his start in the hard school of practical experience, and knows the hardware business from A to Z. Twelve



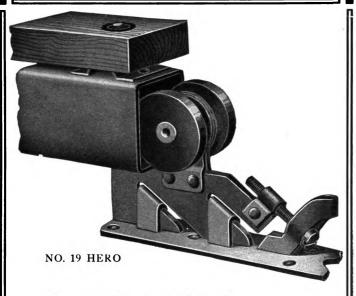
A. F. SCHEMMER'S STORE, ROCK VALLEY, IOWA

years of square dealing and progressive methods have built for him an extensive trade in one of the most prosperous sections of Iowa, and if you doubt that Mr. Schemmer is on the job all the time, just take a look at the figure back of the counter which shows him in his working garb ready to sell anything from a nail to an automobile.

In 1910 Mr. Schemmer put up a splendid new store building 25 x 90 feet—two stories and basement. He says this was a part of his scheme of progress, for the store that gets along with its old building and old facilities is soon left in the rear of the race for business. Mr. Schemmer is constantly abreast of the times, and incidentally is successful.

• There's no security better than the feeling that you cannot get licked.

An amateur farmer will have poor success with the best seed grain. Poor workmen will bungle the best materials. *Everything must be right*, or the whole thing is wrong. The only economy, therefore, is the economy of *merit*.



For the Moderate Dwelling

FOR the customer who wants a good, dependable, moderate priced hanger, we recommend this simple, substantial model.

A Popular R-W Trolley Hanger

Anybody can afford this R-W. Nor must its low price be construed to mean low efficiency. It is better than it need be to thoroughly fulfill the requirements of sliding average sized doors under average conditions.

You'll find it a fast seller—and a sure giver of entire satisfaction.

Write for Full Details at Once

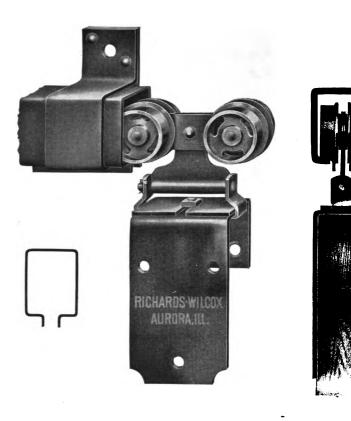
Richards-Wilcox



MANUFACTURING CO. AURORA, ILL. U.S.A.



"A Hanger for Any Door that Slides"



RIGHT-WAYS

WE HELP you move our door hangers from your shelves. We believe that our goods are not sold until they are on the door.

We advertise our hangers in farm, building and architectural papers.

We give you the closest sort of dealer cooperation, window displays, counter cards, electros, booklets, ad. service and letter campaigns.

If yo Wilc you fit th W

Corn Belt

Trolley Barn Door Hangers

WILL SLIDE

BUSINESS YOUR WAY

RIGHT-WARES

THE Richards-Wilcox line embodies "A Hanger For Any Door That Slides," and you can honestly push and recommend every type of hanger we manufacture, for each is built to give the greatest service.

not a Richardsaler, it will pay I out what proin being one. mmediately.





No. 235-Corner Door Hangers

Get a Corner on the Garage Door Hanger Business With R-W Corner Door Hangers

NI OST car owners want a garage of their own, and most private garages are carsize, with no room for the sliding door. Yet the sliding door is the ideal type for garage service.

These simple little hangers will do the trick, as they allow the door to slide to the side of the garage at right-angles to the door-way.

They solve "private garage" door problems so satisfactorily that sales take care of themselves.

There is a big field for them and a word brings full particulars and our special garage catalog. Write.





Manufacturing Co. AURORA, ILL. U.S.A



MANY very attractive features are embodied in the set of plans for the Thornton Garage shown here and it is, without doubt, one of the most attractive private garages built last year in the Hoosier state.

It is a two-story structure 58 x 38 over all—story heights being ten and nine feet. The foundations and floors are of concrete, and the exterior and interior walls are of red-brown matt brick laid in red mortar.



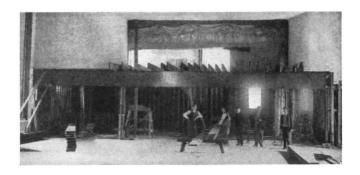
E. B. Thornton's Private Oarage, Bedford, Indiana milton c. pritchard, architect, bedford, indiana

Outside trim, Redford Oolitic lime stone, inside finish, mission yellow pine. Closets and first floor ceilings have asbestos board linings. Asbestos paper is also laid under shingles, and the shingles themselves are of red asbestos laid French fashion.

FIRST FLOOR

The first floor contains a fourteen foot turn-table and washer—electric car charger—gasoline tank and pump—motor room—tire and supply closets—coal and fuel room—heater room with hot water boiler and hot water tank—laundry room with clothes dryer, and batteries of porcelain tubs—full plumbing—lavatory with porcelain fittings—overhead hot water system with radiators bracketed to wall. The sliding doors are equipped with R-W Corner Door Hangers and Flush locks.

The second floor contains rooms for servants, with dressing closets, store closets, bath-room, stair hall and attic storage room. The building is electric lighted throughout, with outside lanterns.



THESE extra wide and heavy folding doors are equipped with Richards-Wilcox Hangers and Track, and slide without hitch or friction.

Through the courtesy of "The American Carpenter and Builder" of Chicago, we print Mr. Alonzo Monroe's story of their installation.

"I wrote you about hanging of accordion doors, as I had a contract to put up a set of them in the armory of Co. G., N. G. S. N. J. We removed the stage which was four feet above armory floor, and raised it up, making an 11-foot ceiling. This required an iron girder 48 feet long, 30 inches deep and weighing 5,700 pounds. We thus made a room on second floor 24 by 60 feet long for a company room, holding 65 steel lockers for uniforms, also toilet and shower room.

"The girder to which the track is holted is 24 feet from the rear wall

65 steel lockers for uniforms, also tollet and shower room.

"The girder to which the track is bolted is 24 feet from the rear wall.

There are ten full size and two half doors. The full size doors are
4 feet 2 inches wide and 8 feet 6 inches high, with Florentine glass
in top, 42 by 48 inches. They work fine, better than 3-foot doors, as
there are not so many butts to bind. The wider the doors the less

hanging stiles you have.

"I used a regular 5-inch mortise lock and knobs, which works fine. These pictures will show you that doors over 3 feet wide can be hung and work all right.

"Alonzo Monroe, Carpenter and Builder."

In upper picture reading from right to left are A. Monroe, contractor; E. Zimmerman and helper, plumber; and F. Frylinck and H. Gross, carpenters.



Continued from Page One

is willing to furnish, and should remember that the object of it all is to increase earnings for the merchant first—the maker second. While fundamentally the motive, on the part of the maker, may be selfish—nevertheless, in practical operation, it is more unselfish than it is selfish—for it aids the merchant equally as much as it does the maker. What helps one another is real co-operation.

The merchant in handling the line of the maker is morally responsible for the progress of its sale in his community. He is still more responsible when the maker not only is willing but is eager to aid in the furtherance of its sale. The days of purchasers voluntarily awakening to an interest in an article are over—the time has come where the need of an article must be presented before the buyer and an interest created by initiative sales and advertising methods. People cannot buy articles that they do not know exist; they cannot buy the best article unless they know which is the best. They can know these things only by being shown or by being told-and the quickest and most inexpensive way is by clever advertising. When the maker is willing-urgent-to furnish the clever advertising, together with ideas, plans and systems, free—should the dealer shut his eyes to the proposition of being helped? How can he -from any point of view? The object is more dollars for the merchant. That is his object in business. He cannot consistently refuse such help. It is carelessness—or an oversight—if he does.

Be on the lookout for next month's issue of "DooR-WAYS", which will explain the things the R-W organization do to help their dealers increase their hanger sales this spring.

"Practical Politics" Absurdly Impractical

Words, like people, lose caste according to the company they keep. We like a "practical man" in our shop or office. We do not care to mingle with a "practical" politician, because his principle is "success regardless of principles."

In the quiet revolution of business methods, business and social relations now going on, politics is receiving

its share of overhauling.

The party deserter used to be called a "turn coat." Now we boast of split tickets as a mark of independent thinking. In many States, primary elections have replaced party conventions. Politics is going to be less and less of a "business," as the business men are going to make it more and more their business.

"Value Received" for the Tax Payer

The taxpayer sees his tax check before him. But unlike his other expenditures, this outlay does not bring him anything tangible and specific in return.

If he were living in Mexico, he would be mighty glad to pay the amount of his taxes for the Government's guarantee to safeguard his property, to preserve order so he can do business, to keep the mails running smoothly, to have all the other wheels of public administration spin harmoniously and at the right speed.

If tax paying comes hard, let us remember Mexico, and we will write out that check with pleasure.

Planting "Cow-Seed"

A little city girl, summering in the country, was busily digging a hole in the garden. Beside her stood a bottle of milk.

"What are you doing, Ethel?" asked her mother.
"I am going to plant a bottle of milk to raise a cow,"
was the busy reply, as she pointed to a picture of a cow
on a post card protruding from a seed catalog beside
her.

She realized the necessity of sowing before reaping. But she did not consider that seed and soil must be appropriate—like the man who "sows" bargain prices or bargain orders, only to reap disappointment in the end.—Simple Thinks.

Henry's Whereabouts

"Where is Henry?" asked the neighbor of the lady whose husband he wanted to see.

"I don't know exactly," said the wife; "if the ice is as thick as Henry thinks it is he is skating; if it is as thin as I think it is he is swimming."—Ladies' Home Journal.

Good Reason

"When I was shipwrecked in South America," said Captain Bowsprit, "I came across a tribe of wild women who had no tongues."

"Mercy!" cried one of his listeners of the fair sex. "How could they talk?"

"They couldn't," snapped the old salt. "That's what made 'em wild."—Pathfinder.

A New Boiler

The sweet young thing was being shown through the locomotive works.

"What is that thing?" she asked, pointing with her dainty parasol.

"That," answered the guide, "is an engine boiler."

She was an up-to-date young lady and at once became interested. "And why do they boil engines?" she inquired again.

"To make the engine tender," politely replied the resourceful guide.—New York Globe.

A Usual Occurrence

A Chicago man was invited by a New York friend to call on him whenever he happened to be in that city.

"Don't think of going to a hotel," he said, "but come to my house any time, day or night, and you will always be welcome."

Just for fun, the next time the Chicago man was in New York he waited until about half-past two in the morning and then went to his friend's house.

"Does Mr. Brown live here?" he asked the sleepy maid who came to the door.

"Yes," she said, "carry him in."

Richards-Wilcox Grind-Stones Cover the Field



No. 025 King



No. 400 VICTOR



No. 07 Mogul

Price of Richards-Wilcox Grindstones is not regulated by cost of raw materials, but by the workmanship, skill and effort in the labor of making the finished product.

All R-W Grindstones are made

from the same high-grade material. The three shown are the very best we make, and they stand supreme in their field.

There are other grindstones in our line that are more reasonable in price, and there are places where they answer just as well—

However, remember this: the Richards-Wilcox Line of Grindstones cover the field. They are all good and worth the price you pay and the price your customer pays.



Manufacturing Co. AURORA, ILL. U.S.A.

Write for Our Catalog and Full Particulars





Warely Co

Autobiography of a Trade-Pioneer

TERVICE is the standard by which the quality and merit of our article is measured -NOT competing selling-prices; for an article is bought, fundamentally, for USE-NOT possession; and our article was made, primarily, to be HIGHER IN SERVICE—not LOWER IN PRICE. Our object was to SAVE for you, and EARN for you, dollars by USE and NOT the economy of pennies by mere ownership. In embodying the ELEMENTS of use in our article, we studied, absorbed, mastered the CONDITIONS that created its NEED-NOT the material ideas that might create economy in cost over rival construction. We created FUNCTIONS whose performance would CONSERVE time, labor, material, motion, effect of the man who USED it (not of us who make it), giving to the USER the maximum of that what he actually wished to accomplish. Our motto was NOT the "dollar first"-but the "service first" and the dollar SECOND: for we KNEW that the variation in pennies of cost in the BEGINNING would be over-shadowed by the DOLLARS of RESULTS in the END. Price exists but a few minutes, but the RESULT OF GOOD SERVICE goes on for years!

Most any manufacturer can make a door hanger cheaper in sales price—but FEW are those who can make them cheaper in RESULTS.





FOR MARCH

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker Street . New York City 15 E. Lake Street Chicago 50 N. Sixth St Philadelphia 132 Pearl St Boston 1609 Chemical Bldg St. Louis

RALPH BARNUM, Editor

Team Work

PULLING TOGETHER makes two horses more than twice as efficient as one, because each supplements the other, and eight hoofs dig into the roadway where only four might find footing.

Team Work in business is not the application of the lash in the hands of the driver, to the back of the lone, laboring horse. It is the pulling together—the concerted determination to get the load to the goal.

And with this truth in view, the R-W idea of team work is not to fill the wagon till the axles groan, but to get into the harness and pull with the other workers—with their dealers—with you.

With this end in view, we have arranged many co-operative helps that aid in the pulling.

We have added *horse-sense*, as well as *horse-power*, to our portion of the work, and in this issue we have explained *some* of the ways in which we help.

It is good reading, because it concerns you.

How Our Team Work Helps Move Your Load

THESE are exhibits of our co-operative sales helps. It is some of our part of the team work.

Recruiting Inquiries and Sales First of all, we maintain recruiting stations, which are in the form of advertisements in several of the leading Contracting and Architectural journals. One of these periodicals is the American Carpenter and

Builder, that reaches the representative, progressive contractors and builders of the United States, and that contains the meat of fact that concerns them.





No advertisements are read more carefully than those in trade papers, because those ads represent what the readers are interested in. Were these same advertisements to appear in fiction magazines, perhaps only one out of a thousand would be concerned at that moment. These trade paper ads are, therefore, CENTERED SHOTS—BULL'S-EYES.

Therefore, this publication is read—and it is preserved—and moreover, its advertisements appeal to its readers more than the ads of an ordinary magazine appeal to that magazine's readers, because all the advertisements in the American Contractor and Builder (as well as the ads in other contractor and builder journals in which we advertise)—relate to that special kind of business.

The American Architect is another of the several publications we patronize in this way, and every week, this periodical is carrying the message of our entire line of Door Hangers to the men whose capital goes into buildings, and to the architects who design those buildings and prepare the specifications.

Your community watches these papers just as much as any other community does—and you receive your full share of the business produced through those advertising pages.

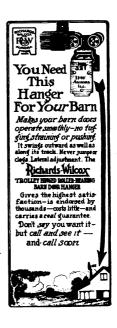
Newspaper Space

Cultivating A newspaper's circulation is the soil, the advertise-Your Local ments are the seed, and the business that results is the harvest.

The soil, in the form of your local newspaper, exists. We supply the seed to you - and this

seed has been as carefully cultured and selected as though it came from a government experiment station. The electros, reproduced in reduced size herewith, embody all the elements that modern advertising practice has recognized as being productive of business. The elements of attractiveness on the printed page. and inquiry-impelling force, have been united carefully, artistically and forcefully.





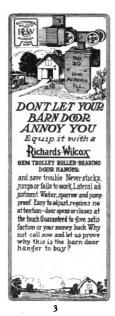
2

These are but some of the many electros we have ready to send to you prepaid, and what better team work could we offer than this assistance in the cultivation of your newspaper space?

Send for one of each—and do it now!

You will notice that two of these electors are on our grindstones, and two are of our hangers, while the fifth, relating to our hangers. is a co-operative hanger ad, with space left for your own copy.

One of each of these you should surely have—now.







With so many other duties resting on you, the preparation of telling advertising copy is not always an easy matter. How convenient it is to have the advertisement ALL THOUGHT OUT for you, at your hand, ready to turn over to the newspaper.

Booklets

and Dodgers

which we help you create business, which means not only in our goods, but in getting new trade into your store.



6



Attractive, convincing booklets, are personal representatives, that arouse interest and make sales. These booklets are EXCEPTIONAL in sales power, logic, make-up and plan, and therefore they do BETTER WORK.

Often a brief, to-the-point reminder helps drive home the truth—and that is the purpose of these dodgers.



But there is still a personal side that you will appreciate. This is in the form of our booklets and folders—to place into the hands of those who may be interested, now or later. "Pointers for Grindstone Buyers," contains twenty-four pages of illustrated grindstone meat. "Why You Should and How You Can Have Perfect Operating Barn Doors" is a hanger booklet of sixteen pages, illustrated, with the lead written from the practical farmer's point of view. The dodgers are easy to insert in envelopes, letters and statements, and they help make your postage earn its fare—besides being convenient for handing out to customers. We have a piece of ad-matter for every article we make.

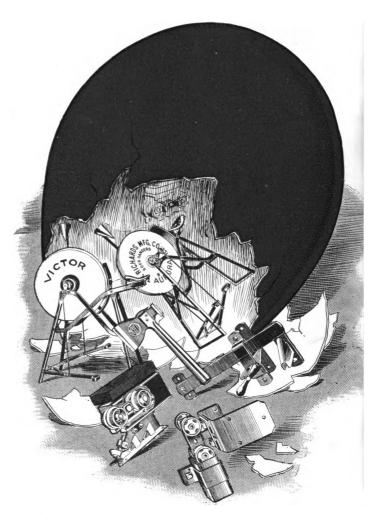
Some Private Another co-operative help is found in our large, attractive hangers, printed in two colors on heavy cardboard. These are but two of our list of hangers, but the Door Hangers they advertise are illustrated "life-size," and they attract the notice of those who come into your store. They suggest and remind the man who should have these R-W hangers.





'A thought is only the reaction of a blow given to the mind. The harder the blow, the more intense the thought—and thought is the parent of action. Hence the value of these hangers, that strike a hard, telling blow on the minds of those who enter your store.

(Continued on page 13)



We believe in thorough and all around co-operation as the quickest and best way to increase sales of R-W Door Hangers and other products.

Don't be without a Richards-Wilcox stock
—Prices and full particulars on request.



Hatching Out Spring Trade

E want to furnish you with advertising literature together with ideas, plans and systems Free, to help you develop Spring sales on Richards-Wilcox products. We are dependent upon each other for business success, and the reason we are so anxious to have you use all of our helps listed below is because it means more dollars for us both. Our motive may be selfish, but in practical operation it is more unselfish than it is selfish, for it aids you equally as much as it does us. What produces business is real co-operation. Let us work together this Spring and get more business. Fill out the advertising order blank below as a signal.

Advertising Order Blank

Richards-Wilcox Manufacturing Co., Aurora, Ill.

The above is free, and is to be sent postpaid.

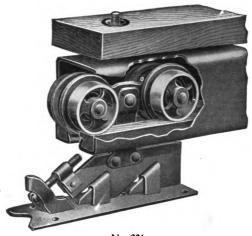
Gentlemen:

Please send us the following pieces of advertising matter illustrated in this issue of Door Ways.

(Order by number corresponding to those that appear beneath each Illustration)

Name
Address

Silent Disappearing Doors



No. 221

R-W ADVANCE HOUSE DOOR HANGER

Designed for the Best Class of Residences
and Apartment Buildings

ANY annoyances in the home can be avoided by installing silent disappearing doors. They save valuable space, move easily and silently and do not darken halls and closets when open.

It is a fact that disappearing doors remain in better condition, as they safe-guard themselves and other objects by the character of their movements, and they are also protected in their pockets.

The sliding door or disappearing door solves door problems, and should be hung on Richards-Wilcox No. 221 "Advance" House Door Hangers to insure to a certainty smooth and silent operation.

Catalogs and full particulars on request.



OMMENDATION is welcome the year around, but at this time—the beginning of another year—we feel a deeper appreciation of the kind thoughts expressed in letters from our customers. For example:

Cleburne, Texas, January 4, 1914.

The Richards-Wilcox Manufacturing Company,

Aurora, Illinois.

Gentlemen:

From time to time we have been receiving from you various booklets and post-cards advertising your products.

We are writing this to acknowledge receipt of the several booklets and handsome post-cards, the January booklet having just come to hand.

We think that every claim you make for your goods is fully fustified, and we take pleasure in saying that all of your products that we have handled is strictly "A-1," and we take pleasure in handling your goods, especially your Door Hangers, for the simple reason that there is no come-back on them on the part of our customers, in other words, they always give 100% satisfaction to the trade.

We wish you a full measure of success and will always give your line preference.

Thanking you for past favors, we are
Yours very truly.
THE HUB MFG. & TRADING COMPANY,
(Signed) By Geo. E. Cutter, V. P.

Our 1914 Pledge

And we pledge you our unbroken, unwavering watchfulness of all details, so that our products will always live up to your sincerest efforts and your most enthusiastic promises.

Everybody wants the best. A little thought will show why the best costs the most. It serves longest and serves better.

Service is what all of us want to buy. It is the only thing we should purchase. THIS photograph shows the W. A. Kerber's barns—as fine a set of farm buildings as you will find most anywhere, and was contributed by W. J. Meehan of Elgin, Illinois, who furnished twenty-eight pairs of Richards-Wilcox Hangers and several hundred feet of trolley track to slide the doors.

The largest building is the dairy barn and is 120 x 42 feet, with a capacity for about one hundred cows. It is equipped with the latest in steel stanchions, feed and litter carriers. Concrete basement. Electric power for operating water system and grinding silo fillings, shredding, etc.

The smallest building is the implement house and the other the horse barn.

W. A. Kerber states that his biggest doors operate splendidly and that the hangers carry their load without fuss of any kind and very little noise.



Three Dollars

Are you willing to accept three dollars? If so, send us a picture showing Richards-Wilcox Door Hangers or Grindstones in use. Have a clear picture taken, and it should be as large as possible. When your contribution arrives we will send you a check for three dollars, providing of course, that we can produce the picture.

TERSEYVILLE, ILLINOIS does not loom up strong in the census returns, but when it comes to up-to-date hardware stores the figure it cuts is very noticeable.

Here is a sample of what it has produced in this direction—a picture of the store of the Jersey Mercantile Company.

Mr. Harry S. Daniels, who is president of this large concern started out twenty-five years ago in a modest way, and from this small beginning has grown the store



shown herewith, with its well-stocked shelves and cases, also floor displays and window displays that would be extremely attractive and answer every purpose in a much larger city than Jerseyville, Illinois. Further, everything in his stock is right up to snuff, because nothing remains in stock long enough to be any other way.

Mr. Daniels has sold Richards-Wilcox Door Hangers for twenty years and is a warm friend of the line. And we are glad to have had a hand in his success and hope he will be a customer of ours twenty years hence.

SEVERAL days ago our Canadian factory, the Richards-Wilcox Canadian Co., London, Ontario, received one of our January calendars very neatly touched up with water colors. This calendar was sent in by Mr. H. B. Watson, a prominent architect of Vancouver, B. C., and he writes us as follows:

"Not only do you merit the distinction "Class" in your door hangers, but also in style of advertising. Your subjects are always exceedingly pleasing and artistic and a credit to your advertising manager. Such pains in advertising demonstrates great pains in perfecting your goods."

We are very glad to note that Mr. Watson made the proper connections between the class of our little monthly calendar and the quality of our products. We spare no pains to turn out the best goods, and it is through the co-operation of good architects like Mr. Watson, that Richards-Wilcox products are recognized throughout Canada and the United States as the best.

"In Union There is Strength" —So Let Us Work Together!

It isn't the chain that pulls, nor does the engine pull, but the chain and the engine do the pulling. Co-operation is the working together of all parts.

No one man makes a city or a business, but every individual is important, because his work helps create the total.

While it is the seeds that grow and make the harvest, seeds alone do not constitute the farming. Business is not an article, a salesman, or an idea, but all of them combined and working harmoniously.

Two men may constitute a working force, or they may start a fight. Contention destroys, but co-operation builds up.

There is no co-operation where the work alone is divided. The profits also must be divided.

Goods are more than inventions or articles of manufacture. They must carry with them the actual thought and team work of their makers and distributors, because real co-operation neglects no part of a business transaction.

To aid you in reaching patrons in another intimate Some way, we outline herewith two letters, that will Letters help suggest a means of approaching the Spring trade and getting it started.

Dear Sir:

The things that needed replacing, and the new things you realized you needed last Fall, did not seem so urgent with Winter coming on. But this is the beginning of Springtime, when work and needs and the opportunities of profit are all waking up.

You are going to find many things you will need in the line of hardware, tools, implements, supplies, building materials, etc., and we feel sure that our reputation for a complete stock, right prices and fair dealings will help you think about this store, and bring

you here to talk it over.

We will say, also, that we carry a complete line of the famous Richards-Wilcox door hangers and grindstones, and nothing else in this line has ever received more hearty commendation on the part of farmers and builders.
You will be welcome any time, and your inquiry is just as

acceptable as your purchase.

Very truly yours,

Dear Sir:

This is to remind you to think of us whenever you think about-

Nails Hinges Screws Wire Staples Tools Chains Rope Axes Saws Heavy Hardware

Shelf Hardware Utensils-or anything else along that line.

Also-for the sake of the barn door-to make it work easier and better—remember that we handle the complete Richards-Wilcox line of Trolley Roller-Bearing Barn-Door Hangers-and their famous grindstones, that put a keen edge on tools with less power and in shorter time.

Feel free to drop in to see us the next time you are around this way, and any other time, whether you wish to make a purchase or

Not.
We are always glad to see you.

Very truly yours,

We suggest that you enclose some of our dodgers in these circular letters.

And besides all these team work helps, remember that every member of this firm, every salesman, every mechanic and clerk is doing his part to make your own success greater.

That is CO-OPERATION—and team work counts—always!



No. 025 King Grindstone

Consider This

URING 1913 we received more REPEAT Grindstone orders than in any other year in our history.

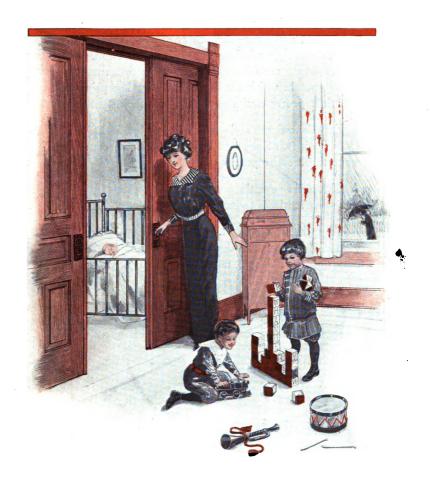
Pretty convincing evidence of the gaining popularity of the Richards-Wilcox Line, also the salability and usability of our different machines—isn't it?

Richards-Wilcox Grindstones cover the field. Each machine is good—worth the price you pay and the price your customer pays.

Write for prices and full particulars.



PR P



APRIL

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Price vs. Flaws

XPRESS trains, running at sixty miles an hour cannot be cheaply constructed. They have the best equipment—locomotive, Pullman coaches—and the most skilled crew—engineer, fireman and conductor.

They are given a clear right-of-way, their hazards are minimized, and with hundreds of express trains running daily, we rarely read of many wrecks among them. Most of the wrecks are with the cheap trains that run at less speed—but in which the companies take less pride, and put their poorer equipment and least efficient help.

Experienced men and women gladly pay \$5.00 to \$25.00 extra to ride on those famous express trains because they want the broader protection.

Cheapness pays the most for what it gets—and never gets what it wishes to have.

To each bar of gold there are tons of pig iron. To each valuable article there are scores of imitations—imitating size, shape, name and distinguishing mark.

Worth costs money because it costs the most to produce—and it delievers the highest class service.

It saves continuously and lasts much longer.

Such things wise folks pay for-unwise shun.



A Hanger for Any Door that Slides



FOR APRIL 2914

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr.	85 Walker Street New York City
Lee Mighell Vice-President	15 E. Lake Street Chicago 50 N. Sixth St Philadelphia
Milton D. Jones Sec'y & Treas.	132 Pearl St Boston
P. L. Hoffman Superintendent	1735 Monward Bldg St. Louis

D. M. KAGAY, Editor

The Garage Door Problem

By E. J. G. PHILLIPS, Our Engineer

THE HANGING OF FULL FRONT SLIDING DOORS ON SMALL GARAGES

OW shall we hang the garage doors, and how keep out the weather? This has become a vexing question to many since the advent of the automobile bringing the garage with it. It is the purpose of this article to call attention to a few methods which have been used to meet successfully a large number of varying conditions. The questions relating to the most suitable design, size, thickness and style of the doors will not be considered.

The old fashioned hinged door is occasionally seen but should not be used as it is a constant source of annoyance, especially if the doors are large and the opening is nearly the full width of the building. A considerable space is required in which to swing the doors and when open, the doors are subject to winds blowing them back and forth with the consequent strains on the hinge fastenings and the door in general. Of course hooks may be provided to hold the doors open, but this requires extra time and effort and even though carefully attended to for a while, carelessness will eventually set in and the hooks will be neglected. Then again the principle itself of hanging large doors on hinges is wrong, as strains will be set up which will eventually cause the door to sag and get out of shape.

RIGHT ANGLE DOOR HANGERS FOR SMALL GARAGE

We will consider first the most common type of private garage intended only for one car and with the opening in the center of the front wall. On this class, especially the smaller ones, it is frequently desirable to make the opening nearly the full width of the building, allowing only jamb space sufficient to provide for the lap of the doors. This case is shown in Fig. 1 and is one which presents quite a difficulty to many builders as well as architects, but can be handled satisfactorily by using two doors with R-W right angle door hangers. With these fixtures, the doors when opened occupy positions along the side walls, as shown in dotted lines. Three runs of track are required for the door hangers, one of which is attached entirely across the inside of the front of building and extends into the wall 2 inches on each end. Another piece of track is attached to each side wall just above the first track and resting on top of it (Fig. 2) and with the front end extending into the wall 2 inches.

(Figures 1 and 2 are shown on page 2)
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(Continued from page 1)

To erect these doors, first attach the hangers (which are made with an angle plate to fit over the corner of the door) to the doors. Single or two wheel hangers are required for the meeting stiles of the doors and four wheel hangers are used on the back end of the door. While four wheel hangers might be desirable for both ends of the door, an inspection of Fig. 2 - B, will show that this cannot be done because the wheels of both hangers projecting beyond the edge of the door would strike before the doors were entirely closed. The wheels cannot be set back farther from the edge of the door, due to the fact that the door would not clear the jamb in making the turn. Note interference shown in dotted lines at D, Fig. 2. The two wheel hangers run in the track across the opening and the four wheel hangers which are provided with extra long pendant bolts, run in the side tracks.

Obviously the angle plates of the two-wheel hangers must be set into the door flush to permit the two doors to close tight, but the hanger plates for the back end of the door need not necessarily be flush. 1 Measure the distance "C"

I Measure the distance of the door to the center of the pendant of the back hanger and lay off this distance on the front track, measuring each way from the center. Then with a hack saw cut two slots 3% inch wide

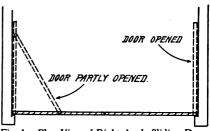


Fig. 1. Plan View of Right Angle Sliding Doors

in the track, continuing them about ½ inch beyond the center as shown in Fig. 2 E. This is necessary as it is evident that in closing the door the long pendant of the rear hanger would strike against the side of this track before the door closed tight against the jamb. The front track for convenience in erecting should be in two pieces. Attach one piece to the front wall letting it extend into the side wall two inches and at the proper height to allow sufficient working space for doors and hangers. Next raise the doors, slip front or two wheel hangers of both doors into the track already erected and proceed to attach the remaining piece of front track. Swing doors

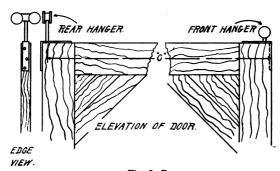
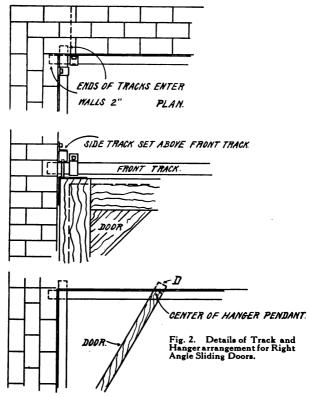


Fig. 2 - B



Fig. 2 - E

around into the position they are to occupy over the opening and if the work has been properly done the pendants of rear hangers will enter the slots cut in the track. Slip the side tracks over the rear hangers, allowing the front end to rest on top of front track and to enter front wall 2 inches. Attach to side wall with necessary brackets. The doors, after hangers are properly adjusted vertically, are ready for operation.



These fixtures with brackets for side wall attachment require about 8-inch headroom above the doors for doors of ordinary weight. If ceiling attachment brackets are used, the headroom can be reduced to 7 inches. For doors 2¾ inches or more in thickness and extra heavy, a larger size track should be used. This will require about 2¾ inches more headroom.

In hanging doors with any style of trolley track, the builder should be sure to use a sufficient number of brackets, spacing them 2 or 3 feet apart.

ARRANGING TRACKS WHERE DOORWAY IS NOT FULL WIDTH OF FRONT

Fig. 3 shows a condition which is more frequently met with, that is, a garage in which there is a foot or more space between the jambs and the side wall and yet not space enough to slide the doors. In this case the doors can also be hung with the right angle door hangers already described, sliding the doors over against the side

wall. A slightly different arrangement of the track is required, but if erected as described below, a satisfactory working job may be had. After the hangers have been attached to the doors, measure the distance "C" from the front edge of the door to the center of therear hanger pendant, and lay off this dimension on the top of the front track, measuring either side of the

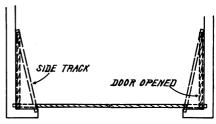
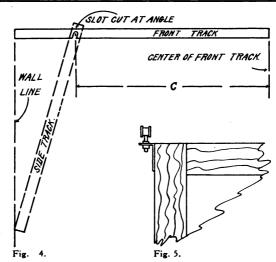


Fig. 3. Plan View of Right Angle Doors.



center and draw a line, Fig. 4. Then with the track lying on the floor, place one end of the side track on top of the front track over the line and the other end in a line at right angles with the out end of the front track and mark the angle which side track makes with front track. The slots in front track will then be cut with hack saw and chisel to this same angle and will appear as shown in Fig. 4. The side tracks may be supported with the regular side brackets by placing a board across

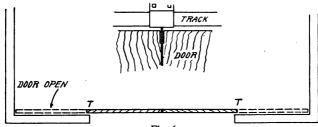
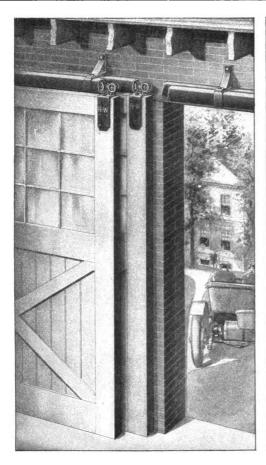


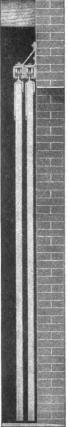
Fig. 6

the corner of the building to which the brackets can be attached or the track may be attached to the ceiling with suitable brackets. In this case the front end of the side tracks should extend into the wall 2 inches and if the angle of this track is great, the back ends of tracks should enter walls a short distance. The front track should extend entirely across front of building and two inches into side walls.

On rare occasions there may not be headroom enough to use one track above another and in these cases it is necessary to use a rear hanger with pendant same length as front hanger and to attach rear hanger to door with special irons as shown in Fig. 5. The front track will then be made only about 4 inches longer than width of opening and the side tracks will be placed against the ends of front track and at the same height. Special fixtures are, however, to be avoided whenever possible because of extra trouble and expense involved.

If, as shown in Fig. 6, there is sufficient wall space adjoining the opening to slide the doors straight back and yet clear, a pair of simple sliding doors may be used, preferably hung on the inside of building. These doors require no special comment as builders are quite familiar with their use, except that hangers with both vertical and lateral adjustment should be used. The lateral adjustment provides for running the doors close to the jambs, assisting in keeping out the weather, while the vertical adjustment provides for the proper clearance between the floor and the bottom of the door. Of course it is unnecessary to say that the trolley or box shaped tracks are in every way superior to the old flat rail tracks and should always be used. A center stop bracket may be used over the center of the opening to stop the doors. A small notch is cut out of each door to receive the stop, see Fig. 6.





Another Answer

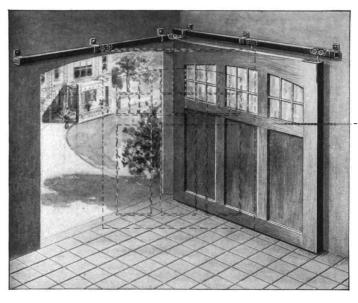
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Many times the parallel sliding door arrangement, shown here, only will serve.

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No. 235 Right Angle Door Hanger

YOUR recommendations have them to make good.

There is a certain satisfaction up" each job.

Our many years' experience pla good on every R-W sliding door pr

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Enable you to equip all car si doors—the ideal door for gar position is along the side wall.

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SPECIFY R-W GARAGE SLIDING DOOR HARDWARE

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S-WILCOX Door Hanger

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which goes into details.



SAFETY FIRST

-and then CONVENIENCE

found in the use of these

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No. 192 Carpenter's Hinge Gauge

For locating lock mortises, hanging blinds, casement windows and screen doors.

Insures absolute accuracy and saves time.

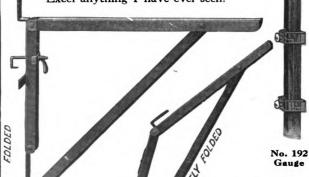
No. 231 R-W Steel Folding **Builders' Bracket**

Star Hardware and Supply Co., Toledo, Ohio, sold 79 dozen in last 14 months.

What Their Customers Think

- "Absence on job is noticed."
- "Reduce risk from accident."
- "Pay for themselves in time and lumber saved.
- "Used for past two years—recommend them."
 - "We feel safe with it."

"Excel anything I have ever seen."



No. 231 Builder's Bracket

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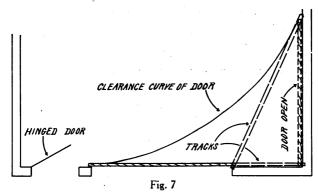
MANUFACTURING CO.AURORA, ILL. U.S.A.



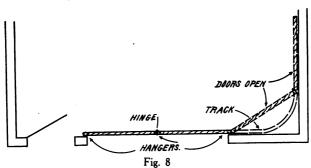
A Hanger for Any Door That Slides

WHERE SMALL HINGED DOOR COMPELS SLIDING ALL TO ONE SIDE

Another type of building is shown in Fig. 7, in which a small swing door is located near the large door in the front wall, prohibiting the sliding of main doors toward both sides of building. In this case a single right angle door may be used, fitted with hangers and track as described above, except that in the case of a single door two four-wheel hangers should be used, a hanger with short pendant for the

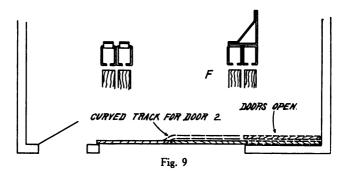


front end of the door and a hanger with long pendant for the rear end of the door. If, however, the car is nearly the length of the garage and too much space would be quired to swing the large door around the corner (see clearance curve of door), two doors may be used, hinged together as shown in Fig. 8. As shown, a curved section of track is necessary and three hangers suitable for operating in curved track must be used. Hangers similar to the four wheel hanger for right angle doors, ex-

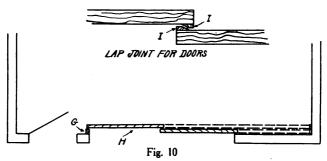


cept that frame is knuckle jointed, are satisfactory. The center hanger must have a special plate for attaching to doors, which will bring the center of the pendant over the joint between the two doors. To make a tight job, the meeting styles of the doors should either be astragals or be rabbetted. The doors when open will stand as shown in the illustration. To use the curved track, at least two feet of space is required between the jamb and the side wall.

If there is sufficient wall space the doors for this opening may be hung as shown in Fig. 9, using one track with a compound curve. The doors will then when open stand side by side along the front wall and when closed, will hang in a continuous line across the opening. The double tracks may be attached to the head jamb with double brackets as shown in Fig. 9 at F, or separate ceiling attachment brackets may be used for each track. The hangers will have to be located somewhat farther from the edge of the door than is customary for ordinary sliding doors; and hangers with knuckle jointed frame are necessary for the door which operates in the curved track. Much time and worry can be saved if the builder will be careful to locate the track



and hangers exactly according to the specifications or sketch which reputable manufacturers are willing to furnish. Make the meeting stiles of the doors astragals. This outfit operates very satisfactorily and is well liked because both doors can be hung close to the jamb at top and at both sides, but if it is desirable to use weather strips at the bottom, the doors should be hung with parallel tracks as shown in Fig. 10. In this case, the jamb G should be furred out to meet the door and the head jamb at H should also be extended out to meet door. If the hanger aprons are set into the



doors flush, less space is required between the doors for clearance in operating, but a better and cheaper method of closing the joint between the doors is shown in the sketch where I-I are strips ½ inch thick and I inch wide nailed to the doors. The doors can then have from ½ to ¾ inches space between them, allowing sufficient clearance for hanger aprons and nuts and yet when closed the two strips lap from ¼ to ¾ inches, making a tight joint.

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The Way to Success

- "The secret of success," the stamp said, "is sticking to it."
- "To succeed," said the knife, "be bright and sharp."
- "Keep up to date," said the calendar.
- "Aspire to greater things," said the nutmeg.
- "Don't knock—it's old-fashioned," said the electric bell.
- "Do a driving business," said the hammer. And the barrel added: "Never lose your head."
- "Make light of everything," the fire observed cynically.
- "But always keep cool," said the ice.

Six Years of Succeeding

THE live, progressive Duncan Hardware Company of Duncan, Okla., organized in 1908 to succeed Robberson & Ridge, has prospered "way above par."

The President, B. F. Ridge; Vice-President, Guy C. Short; and Secretary-Treasurer, A. S. Wilson, have been its officers since organization.



Duncan Hardware Company's Store, Duncan, Okla.

The one-story store-room, 25x90 feet (that has been occupied continuously) is supplemented by two warerooms, covering 75x140 feet.

Mr. Ridge has been in the hardware business at Duncan since 1900—and has expanded from 165 to 250 pounds—a token of prosperity! In 1908, he was president of the Oklahoma Hardware and Implement Association.

Mr. Short entered the business at the time of organization—1908. He has made a special study of the gas engine and cream separator business and knows more about them than Lincoln Beachey ever knew about the clouds.

Mr. Wilson, who occupies his time in the less exciting dry goods field, looks in annually at the Board meeting, smiles and goes back to the dry goods store.

This firm is stanch in demanding the best.

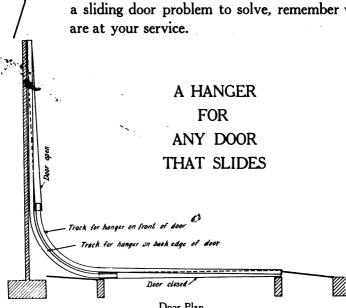
Modesty alone forces us to merely mention that the Duncan Hardware Co. handles R-W products.

AS IS the case in the construction of most public garages a special door arrangement was required for the Crab Orchard Public Garage, recently built by



Public Garage of the Crab Orchard Lumber Company Crab Orchard, Neb.

the Crab Orchard Lumber Company of Crab Orchard, Nebraska. The Door Plan shows how we handled this particular proposition. Any time you have a sliding door problem to solve, remember we are at your service.



Door Plan

An Awful Accident

"Did you hear about that bad accident in the street car this morning?"

"No, what was it, tell me quick!"

"Why, a lady had her eye on a seat and a man sat down on it."

Her Preference

Before the fire Christmas eve two old maids were planning for the holiday:

"Sister Molly," said the younger, "would a long

stocking hold all you want for a Christmas gift?"

"No, Elvira," said the elder, "but a pair of socks would."

To Keep His Memory Green

The furniture dealer in the Grand Rapids Hotel had waited fully an hour for the waiter to serve two courses.

"Now, my friend," said he, "will you fetch me some

chicken salad?"

"Yes sir," said the waiter.

"And while you are away, you might send me a postal card every now and then."

Wise Uncle

Little Jimmy came to Toronto from his northern Ontario home, where colored folks are hardly ever seen. One day when he was out walking with his Uncle Bob they happened to pass a colored woman, and the following conversation took place:

"Say, uncle, why did that woman black her face?

said Jimmy.

"Why, she hasn't blacked her face—that's her natural color," said uncle.

"Is she black like that all over?" asked Jimmy.

"Why, yes."

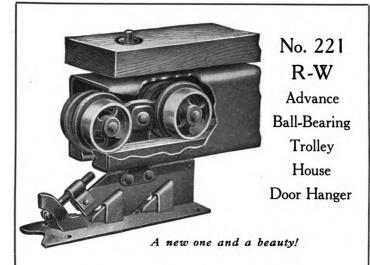
"Gosh, uncle, you know everything, don't you?"

His Money's Worth

Scotch Father: "And you must ha' seen a lot of sights in London, eh?"

Scotch Son: "Not so muckle. They charged me six shillings a day for my room at the hotel, and you dinna suppose I was going to pay that without staying in the room and getting my money's worth?"

Our customers also get their money's worth—but without putting them to such hardships.



Saves Wear on Doors

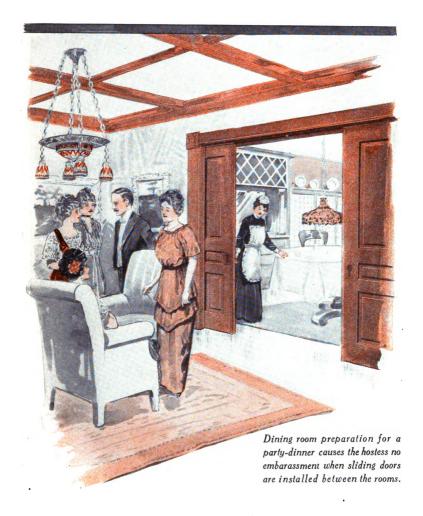
R-W hung sliding doors last longer than swinging doors. The weight is suspended from the proper place—the top—not the side. They do not damage themselves or the furniture or walls when open. They are noiseless, aid home arrangement,—popular all over the world.

No. 221 is designed for the best homes, but we have a "hanger for any door that slides."



A hanger for any door that slides





M A Y



This Trade Mark Protects You

HERE is only one mark which signifies R-W Products.

These products—door hangers, grindstones, hardware specialities—are the results of thirty years experience—honest endeavor to make reliable goods—such as will sell and give service strictly on their own merits.

Look well to the mark—for your own protection—and your customers. Look well to the mark.





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D. M. KAGAY, Editor

The Garage Door Problem

By E. J. G. PHILLIPS, Our Engineer

Part 2.—ARRANGING TRACKS FOR LARGER GARAGES

EXT consider private garages for one car with the main opening close to one side of the front of building as shown in Fig. 11. This type of building allows plenty of room inside for workbench, tools, etc., used in making repairs. Here there is sufficient wall space to slide a single door parallel with front wall and needs no special comment. This is the simplest form of hanging doors with trolley

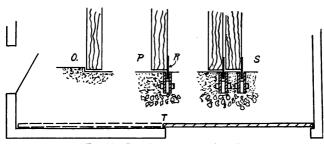


Fig. 11. Details of Storm Tight Sills

track and if the door laps the opening from 2 inches to 4 inches we have a reasonably weatherproof job.

Wide Sliding Doors Arranged in Several Small Units

If, however, the small swing door is located in the front wall or if the wall space is too narrow to slide a single door, several other methods can be used as

shown in Figs. 12-9-10-13. Fig. 12 shows one regular sliding door and one right angle door; Fig. 9 shows two doors, one of which slides in a track using a compound curve, while Fig. 10 shows two doors sliding on parallel tracks.

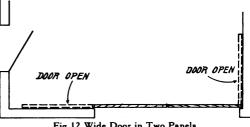


Fig 12 Wide Door in Two Panels

These methods have been fully described.

A single right angle door might be used but if there is not space enough between the car and the door to allow the large door to make the turn, the tracks can be ar-

ranged as shown in Fig. 13. A plot of clearance curves for right angle doors of various widths is given in Fig. 14. Referring again to Fig. 13, "2" is a regular right angle door and "1" runs in a curved track. Door No. 1 is opened first and moved down the sidewall and No. 2 is opened afterward. The jamb "G" and the head jamb "H" in

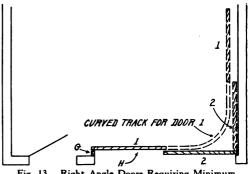


Fig. 13. Angle Doors Requiring Minimum Space for Turn

this case must also be furred out to meet the doors. The front track for door No. 2 and the entire track for door No. 1 are on the same level, while side track for door No. 2 is set above the front track as previously described for corner doors.

Sliding Doors for Two-Car Garages

I'A few of the larger garages designed for two or more cars will now be considered.

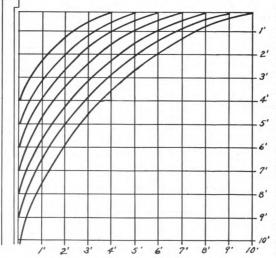


Fig. 14. Clearance Curves for Right Angle Doors of Various Widths

A garage in which the opening occupies the entire front is shown in Figs. 15 and 16. This opening may be closed in several ways; first if it is necessary to have the entire front open at the same the doors time, the doors similar to those shown in Fig. 3 except, of course, that the doors will be larger. It, howis seldom ever. necessary to have the entire front clear at the same time and the arrangements shown in Figs. 15 and 16

permit the use of half the opening and are preferable because of their simplicity. Fig. 15 shows a column in the center of the opening and one door hung inside the building, one door outside. Both tracks, of course, extend entirely across the front and the doors can be moved to either side. When closed the doors lap the jambs and the column and a good tight job is secured. If there is no column in the center, the doors may be hung on parallel tracks on the in-

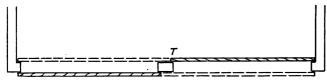


Fig. 15. Both Doors can not be Open at the Same Time

side of building, using double brackets attached to side of header to support the tracks and the same result is accomplished, see Fig. 16. On rare occasions there may not be headroom enough for the double side wall brackets and in such cases ceiling brackets may be used, attaching either to the ceiling or to the bottom of the head jamb as conditions may require. When using parallel tracks a metal weatherstrip should be used between the tracks and extending down between the doors, to keep out the weather. This will be taken up in detail later.

In Fig. 17 is shown an opening closed by two doors on parallel tracks, which extend back along the inside wall a sufficient distance to let both doors slide back to clear the opening. In this case the track for door No. 1 nearest the wall, need only extend as far as the center of the opening, but the other track should extend entirely across the opening. The jamb at "G" is furred out to meet door No. 2 to make a tight job. In this case a wicket door is shown in door No. 2.

Fig. 18 is another example of parallel doors in which four doors are required, doors No. 1 and No. 3 running on one track and doors No. 2 and No. 4 running in the other tracks. In this case the wall space was not wide enough to use the method

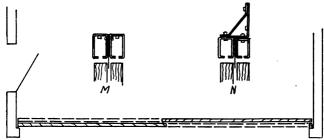


Fig. 16. No Center Column Present

shown in the previous figure. The center column should be furred out to meet doors No. 1 and No. 3, but if there should be no column, the same arrangement may yet be used, doors No. 1 and No. 3 butting together. A special locking arrangement is then required.

Fig. 22 is a modification of Fig. 9.

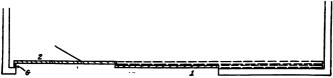


Fig. 17. Two Doors to Slide Back of Side Space

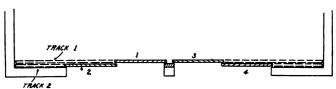


Fig. 18. Both Doors Arranged in two Panels to Slide Back of Narrow Side Space



Fig. 19. Doors Slide on Parallel Tracks, but when Open, Close Small Door

Door Schemes for Three-Car Garages

Garages for three cars are shown in Figs. 20 to 23 and the methods to be used when necessary to have either one, two or three sections of doors open at the same time. Fig. 20 requires two lines of parallel tracks and three doors, the center one being hung on the track farthest from the wall. It is then unnecessary to fur out either jamb or columns. With this arrangement, of course, only one section of opening is clear at a time.

The next arrangement, Fig. 21, permits two sections of the opening to be clear at the same time and requires three lines of parallel tracks, one door running it: each track. The jamb "G" should be furred out to meet door No. 3; two weatherstrips should be used at the top to keep out the weather; and guides for the bottom of each



Fig. 20. Three Doors on Two Parallel Tracks

door should be provided. Another method of clearing two sections of the opening at the same time is shown in Fig. 22 where doors No. 1 and No. 3 are right angle doors and No. 2 slides on a track across the entire front of building. This method requires a little more space between the car and the doors.

In rare cases it might be desirable to have the entire front clear and this may be accomplished as shown in Fig. 23 which is a combination of right angle doors and a third door running on a curved track. Door No. 2 on the curved track is preferably made in two sections hinged together and hung with hangers as described in Fig. 8.



Fig. 21. Three Doors on Three Parallel Tracks

To clear the opening, door No. 3 is first moved back along the side wall as indicated and the way is then clear for the operation of the right angle door No. 1 and door No 2. In hanging door No. 2 the track beginning at point "L" should gradually angle away from the track for door No. 3, this will insure plenty of clearance between No. 2 and No. 3 while making the curve.

2 and No. 3 while making the curve.

The next plan, Fig. 24, illustrates three doors on parallel tracks all the door sliding back toward one side when open, leaving the entire opening clear. This method

(Continued on Page 9)



Shelf Economy

SHELVING is a necessity in the store, the office and the home. Ordinary stationary shelving wastes wall and floor room, because not properly spaced.

R-W Tubular Adjustable Shelving gives increased display and storage space. Salespeople save time—their own and your customers.

Space saved by rearrangement of ordinary shelving should pay their cost.

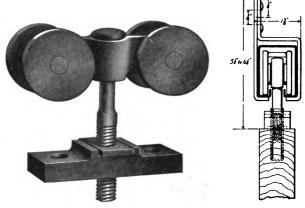
Can be arranged to suspend from the ceiling, saving floor space.

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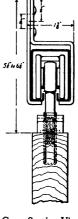


A hanger for any door that slides

"A Hanger for Any



No. 126 R-W Elevator Door Hanger



Cross Section View



No. R-122 Royal House Door Hanger

No. 235 R-W Garage Ball-Bearing Door Hangers



Two-Wheel Hanger



Four-Wheel Hanger

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Door That Slides"

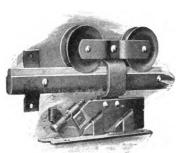
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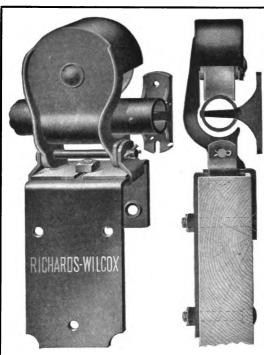
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A hanger is not serviceable if it sticks, jams, breaks easily or provokes temper. R-W Hangers stand up under all promises.

A Hanger for Any Door that Slides



may be used when the wall space is not less than the width of one door. It is not necessary to have the three tracks extend entirely across the opening, the first track need only extend across one-third the opening and the second track across two-thirds the opening.

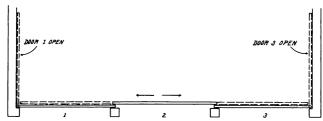


Fig. 22. Two Right Angle Doors and One Straight Slider

From the installations just described and the accompanying illustrations the doors of almost any form of garage opening can be provided for. Of course, different combinations of the above methods will suggest themselves to one who has special conditions to meet.

Making Sliding Doors Storm Tight

The next thing to consider is the means for keeping out the weather and this can be accomplished with a reasonable degree of satisfaction.

The doors illustrated in Figs. 1-3-6-7-8-9-11-12-15-19 require no special treatment in this respect for the doors will be reasonably weatherproof if they are made to lap the side and head jambs from 2 inches to 4 inches. In such of the above doors where two doors are required butting against each other, a material difference will be noted if the meeting stiles are rabbetted or if preferable they maybe made in the form of astragals. The doors should be adjusted to run as close to the jambs as practical without chafing. Doors in Figs. 10-13-17-18 can be finished in the same way if one side jamb and a part of the head jamb are furred out as noted above.

Figs. 16-20-21-24 present a different problem in that it is impossible to fur out the head jamb at any point; it being necessary for all the doors to slide across the entire opening and anything added to the head jamb would interfere with this. It is, of course, obvious that there will be quite an opening between the top of the door which runs on the inside track, and the jamb and this will permit considerable wind and

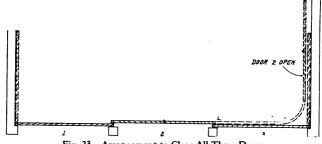


Fig. 23. Arrangement to Clear All Three Doors

cold to enter. A satisfactory solution of this problem is found in the steel weatherstrips which may be procured as a part of the door hanger equipment. These weatherstrips are steel plates which extend entirely across the opening and are attached to the tracks. The lower edge extends down between the doors and laps the top of the doors a sufficient distance to prevent wind, rain or snow from getting into the building. The upper edge either extends to the ceiling or heading timber or is bent over above the track to meet the head jamb thus making a tight job. Illustrations of several of these upper weatherstrips are given in cross section in Fig. 16. "M" is made for ceiling attachment and "N" is adapted for side wall attachment.

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E. J. G. Phillips

Mr. E. J. G. Phillips, our Head Engineer and Draftsman. studied R-W door hanger application fourteen years. He KNOWS the R-W line, and of his experience and knowledge he freely gives. Mr. Phillips is a well known authority on sliding door problems.

Mr. C. D. Lamoreaux. Foreman Tool Room and Tool Designer has spent twenty years with the Wilcox and R-W organization. His duties require care, thought and mechanical ability of high class. Mr. Lamoreaux has all of these requirements.



C. D. Lamoreaux



John Carr

Mr. John Carr, Assistant Head Engineer and Draftsman has put in three years on the R-W line. He is an apt student of sliding door problems, and his experience is becoming more valuable every year. Mr. Carr is serious minded, accommodating and likes his chosen line of work.



A. J. Gering

Mr. A. J. Gering, Manager of Traffic and order departments has travelled the R-W way for ten years. His first door hanger connection was with the Wilcox Mfg. Co., and he stuck for the big show. Work, fine felines, canines and automobiles are "Andy's" hobbies—and he is in high speed on them all.

Mr. W. J. Golden, Mgr. Credit Dept., has been with us four years. He is conscientious, careful and R-W through and through. Certain positions require certain dispositioned men—Mr. Golden was born for his position, or the position was made to his measure, but either way its' a good fit.



W. J. Golden



Wm. Krauss

Mr. Wm. Krauss, Chief Clerk Order Dept,. has been with the R-W orgainization fourteen years. His position requires experience and careful attention to details his batting average on his work is high. A liking for music, flowers and entertainment keeps Mr. Krauss always smiling.



Charles L. Ohlsen

Mr. Charles L. Ohlsen, Store-keeper, has been an R-W man for twelve years. He has a broad knowledge of the R-W line and what goes to make it up. Work is Mr. Ohlsen's recreation, because through system and his natural ability, he makes it entertaining.

Mr. Joseph Edwards, Assistant Storekeeper, is another twelve year man. In his line of work a wide knowledge of the making of R-W Products is necessary, and Mr. Edwards has that knowledge.



Joseph Edwards



E. A. Young

Mr. E. A. Young, Purchasing Agent, while only a year in the R-W harness has thoroughly absorbed that congenial, progressive R-W spirit. A man on the buying side of the desk must have a strong right hand and be foot-sure. Mr. Young likes to buy, whether it is steel, houses or automobiles.



Mr. S. B. Crowl, Foreman Wood Working Dept., has been a member of our organization six years. Some men seem to gravitate upward—Mr. Crowl did, from the bottom to the top. Perhaps making R-W Ladders showed him how.

S. B. Crow

Mr. C. J. Hopkins, Foreman Shipping Department, moved from the schoolroom to the R-W organization twelve years ago. His duties are very important, as much depends on the careful handling of orders in his department. Mr. Hopkins is very particular.



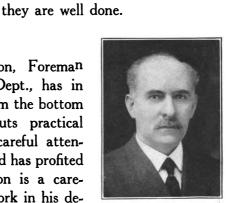
C. J. Hopkins

Mr. W. B. Patterson, Foreman Punch Press Dept. is twelve years R-W age. He is an experienced and careful handler of his department, a place where such qualifications are essential. Mr. Patterson takes pride in his duties so

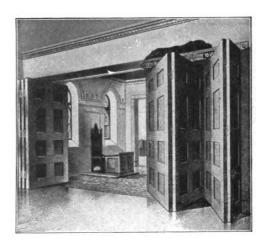


W. B. Patterson

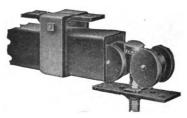
Mr. John Barton, Foreman Heavy Assembling Dept., has in eleven years gone from the bottom to the top. He puts practical common sense and careful attention into his work, and has profited thereby. Mr. Barton is a careful overseer of the work in his department.



John Barton



For that New Church or School House



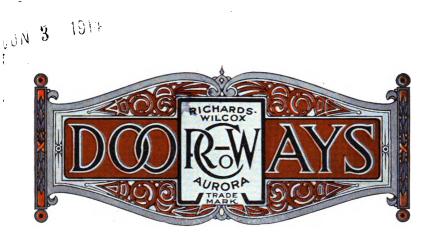
No. 135 R-W Auditorium Door Hanger

MAKE large rooms small and small rooms large.

They operate smoothly, silently and never fail to handle any folding door problem.

Your request for information promptly answered.







JUNE

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

Break Down Dollar Cost

HE dollars anything costs consist of first price plus break down expense.

First cost is always the admitance ticket to something or other—economy or waste.

Suppose a buyer "saves" on the first cost by buying a cheaper article that looks as good. He knows, if he pauses to think, that all firms pay about the same for labor, raw materials, etc. He must realize that if one price is lower, the cost of making was less, and the manufacturing cost was smaller because the cheaper article was less valuable.

The article purchased at a "saving" does 10% less work and 10% poorer work. And then, when the higher cost device was rendering the best service, the cheaper one needs repairs. These cost 10%—plus the time which is probably another 10 or 20%.

In a short time, the cheap article has actually cost 25% more than the higher priced article. Service, durability, quality and all the other things that create price, are just as much what one buys as the ownership of the article.

There is always one firm which stands out above the rest in size and in goods manufactured.

The reason—that firm has eliminated break down expense from its products.

R-W Products are not sold because our factory is the largest of its kind -but our factory is the largest because more people buy R-W Products, for the above reason.





FOR JUNE - 1914

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr.	85 Walker Street New York City
Lee Mighell Vice-President	15 E. Lake Street Chicago 50 N. Sixth St Philadelphia
Milton D. Jones Sec'y & Treas.	132 Pearl St Boston
P. L. Hoffman Superintendent	1735 Monward Bldg St. Louis
The Richards-Wilcox Canadian Company, Ltd.	

London, Ontario

D. M. KAGAY, Editor

Co-operation in Specifying

THERE is a demand for sliding doors—in one form or another they should be in every building, the home, school, church, factory and modern office structure.

You can supply this demand by including them in your specifications.

And it is in following your specifications that we can co-operate with you.

Wherever it is possible to slide a door a suitable hanger can be found in the R-W Line.

And following your specifications right through there are many places where R-W Products can be used. Our line includes locks and latches, door catches, holders, stops and stay rollers, bolts, hinges and pintels.

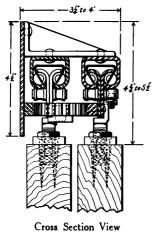
Benefit by our experience and complete line—specify R-W Products and by this co-operation we will both prosper.

THERE are one hundred and sixty-two sets of R-W Ideal Elevator Door Fixtures in use in this building.

The design of Ideal Elevator Door Track makes it dust proof. Ideal hangers are equal to width of door, and operate over steel balls. This long bearing evenly distributes the weight of the door, and insures that smooth, steady motion and long-wearing qualities so essential in elevator doors.



No. 728 R-W Ideal Elevator Door Fixtures
For two-speed doors.



In this building is one of the largest department stores of Pittsburgh. The very life of the department store business depends on the proper handling of the customers, their rapid but sure and safe transportation from floor to floor. The strain on the elevator door fixtures is tremendous, so they must be absolutely right.



Baer-Kaufman Store, 6th Ave. and Smithfield St., Pittsburgh, Pa.

Golden, Starrett & Van Vleck, Architects Thompson-Starrett, General Contractors

This building is twelve stories high and one of the most modern in Pittsburgh

(Continued from May Number)

In some cases it may be desirable to provide some means for closing the space between the bottom of the door and the floor. At "O" in Fig. 11 a method is shown which is sometimes resorted to when single doors or two doors running in the same track are used. This is done by simply building the floor of the inside



Fig. 24. Wide Opening with Three Doors on Parallel Tracks

of the building about ¾ inch higher than the doorway and the space where the doors slide. This method is simple and may be effective but its application is very limited. At "P" is shown an article which serves as a weatherstrip for the bottom of the doors and also acts as a guide and is suitable for any door or any number of doors sliding in straight lines. The floor strips are built into the floor and finished flush so there is no obstruction whatever. In setting these strips a good depth, of course cinders should be provided beneath as shown to provide for drainage, unless some other means is more suitable to meet the case in hand. Some means of drainage should always be provided for. The two pieces which form the floor strip are held the proper distance apart by small separators, the space between these separa:ors being left open to the bottom so that any water may easily find its way to the drainage facilities. "R" is a steel strip attached to the door which slides in the opening between the floor strips thus making a tight job. At "S" the application of these strips to doors operating in two parallel lines of track is shown, both floor strips of course should be the entire length which the doors slide.

No satisfactory bottom strip for right angle doors or doors operating in curved track has been devised and by many this is considered unnecessary if the doors are adjusted reasonably close to the floor.

When weatherstrip guides are not used at the bottom of the doors, some other form of guide shoe or roller should be used to keep the bottom of the doors in place. For simple sliding doors Figs. 6-11-15 a roller of substantial design should be used at points "T" and it is sometimes desirable to place a guide roller on the side of the opening toward which the door closes but this is better accomplished by means of a

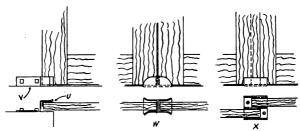


Fig. 25. Details of Sliding Door Steps

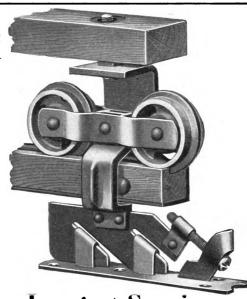
binder as shown in Fig. 25-"V". This binder, which may be placed next to the floor where it will be out of the way, also assists in guiding the door to meet the lock or latch properly. If a shoe is attached to the corner of the door as shown at "U", the binder will not damage the door at all.

In the center of the opening Figs. 1-3-6-12 a center stop and binder, Fig. 25-"W", should be set in the floor to receive the doors. A double guide about 6 inches in length, Fig. 25-"X", is useful in the center of the opening when two doors on parallel tracks are used as in Fig. 16.

The foregoing covers pretty generally the best practice for hanging garage doors and the methods illustrated will meet nearly all requirements, though occasionally some condition may arise which will demand special consideration. It is best in such cases to consult manufacturers who make a specialty of this class of hardware and some suitable scheme can usually be suggested.

Reproduced from a series of articles copyrighted 1913-14 by American Carpenter & Builder, Chicago

No.W 122
R-W LeRoy
Noiseless
BallBearing
Trolley
House
Door
Hanger



Gives Longest Service

NE thing important to remember regarding R-W Door Hangers is that their material, their principal of construction and their usefulness combine in making them durable.

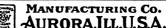
It is not only the cost of the hangers that is worth saving, but the time and work necessary to put them in



place. The job once done stays done with the R-W Hangers.

Don't put off getting our prices and dealers proposition.

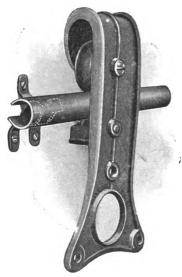
No. R-122 R-W Royal House Door Hanger Richards-Wilcox



No.



A Ha



No. 644 R-W Hup Round Track Barn Door Hanger No. 1143
R-W Aurora
RollerBearing
Flexible
Barn Door
Hanger



nger for Every Man's Purse

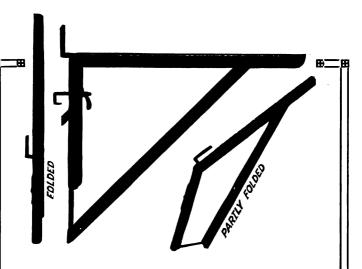
IF YOU can give every man what he wants you can sell more goods at less expense and with less effort and make a larger profit.

Selling R-W Door Hangers gives you a big advantage over your competitor,

> because our line includes a hanger of every type, and at a price to suit everybody.







Makes the Contract Profitable

HENEVER a saving can be made, and the work still be done easier and quicker, the article making that saving possible is worthy of your attention.

R-W Steel Folding Builders' Brackets

save time and lumber on any job where scaffolding needed. They are easily put up, strong and safe in use, fold conveniently for moving and last for years.

A dozen folded, only need a space about $6\frac{1}{2}x13$ inches and the length of the bracket in your wagon. No need to make several trips getting your brackets on the job.



ICHITA, KANSAS is a city of attractive modern residences. One of the most up-to-theminute homes is that of Mr. J. G. Wilson.

The house is 38 x 46, veneered brick, Carthilite stone trimmed, with about 85 feet of 10-ft porch, railing and columns of which are stone. Hardwood finished throughout, hot water heating system, hot and cold soft water and cold city water, vacuum cleaner with hose connections on every floor. It is specially wired for power or fans in every room, electric cooking fixtures in kitchen.



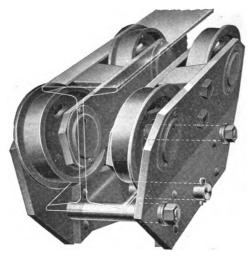
Residence of J. C. Wilson, 225 Roosevelt Ave., Wichita, Kan. Architect F. F. Parson, Wichita, Kan.

The garage is 20 x 24, brick veneered and steel lined. It has as modern conveniences as a public garage.

The three doors are R-W hung and permit any part of the 24-ft. front to be opened with ease and when closed leave it tight and substantial.

Every sliding door in the house and garage is R-W hung.

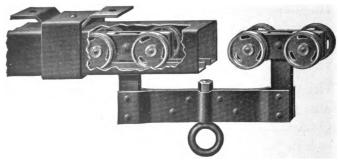
N ALMOST every factory an overhead carrying system of the required size can be profitably installed. The reasonable price at which the plant can be equipped, considering the saving in factory handling costs, will appeal to every manufacturer.



No. 925 R-W Standard I-Beam Trolleys Made in 6 Sizes

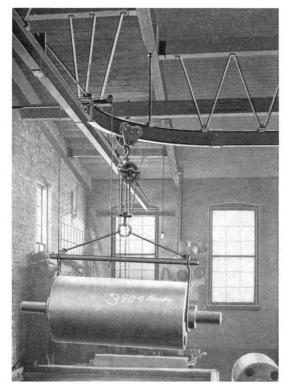
An R-W Standard I-Beam overhead carrying equipment can be installed to handle loads up to four tons.

An R-W Trolley Overhead Carrying Equipment can



No. 100-2 and 100-5 R-W Trolley Overhead Roller Bearing Rigid Carrier for Straight Track

efficiently handle loads up to 3,500 and 4,000 pounds. The factories requirements may call for only a small equipment, but they are all worth going after.



R-W I-Beam System in Monroe Binder Board Factory at Aurora, Ill.

This illustration shows a section of a complete R-W Standard I-Beam Overhead Carrying Equipment. The ease with which this equipment handles heavy loads cuts factory cost and increases profits.

Make a canvas of factories, warehouses, transfer houses, wherever heavy material is handled—send us a rough sketch showing what is needed, size and weight of loads to be handled, and let us submit a detailed drawing, suggestions and cost of equipment to meet the requirements.

ONTRACTORS and carpenters, all over the country are insuring their men against accident.

Many times their clients insist on this for their own protection, or place their contract elsewhere, because they are both liable in case of an accident.

But insurance will not prevent accident—only make good the damage.



COURTEST OF STAR HARDWARE CO., TOLEDO, ONIO

Thirty-two R-W Builders Brackets in Use

So employers in general have begun to consider their men's safety from both a financial and humane viewpoint.

On the building illustrated thirty-two R-W Builders' Brackets are in use—a very effective safeguard at a dangerous point.

That the men know they are dependable is evidenced by the way they are grouped.

In Other Words, De-Edenize The "Dress"

Backward, turn backward, O, Time in your flight; give us a girl whose skirts aren't too tight. Give us a girl whose charms, generally few, are not exposed by a wide peek-a-boo. Give us a girl, no matter what age, who knows that a street isn't a vaudeville stage. Give us a girl who is not all in view—dress her in skirts that the sun can't shine through.

-Exchange.

Don't Blame Him

"Your garden doesn't look very promising this year," said the neighbor; "what's the matter?"

"Well," said the wife, "every time my husband got to digging in it he found a lot of worms, and they always reminded him of his fishing tackle."

Getting Back

Lawyer—Do you know what "conscientious scruples" means?

Witness—Yes, indeed!

Well, what does it mean?

Witness—Well, my parents wanted me to be a lawyer, but I had 'em!

Ungallant Judge

Judge—"What is your age, madam?"

Witness--"Twenty-seven and some months."

Judge—"I want your exact age, please. How many months?"

Witness—"One hundred and twenty."



Tommy: Pop, what is an idealist?

Tommy's Pop: An idealist, my son, is a very young man who thinks all women are angels.

-Philadelphia Record.

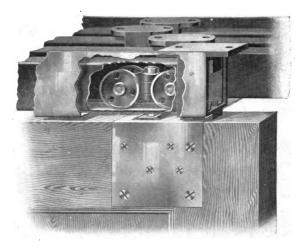


"Bottles and rags! Bottles and rags!" called the ragman.

"Why do you always put these words together?" asked a passerby.

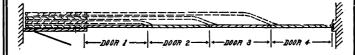
"Because, madam," said the ragman, courteously touching his hat, "wherever you find bottles you find rags."

For those large openings



No. 443 R-W Flush Door Hanger

APPROVED BY BOARDS OF EDUCATION
IN ALL LEADING CITIES



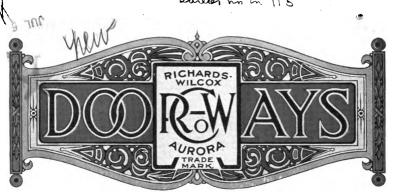
OUR interests are the same —to please your clients.

For any large opening in public building we recommend you to use the R-W Flush Door Method.





Richards-Wilcox Canadian Co., Ltd., London, Ont.



A Hanger for Any Door that Slides



JULY

Nothing is Ever Sold Under Value

PRICE TAGS are like sleight-of-hand exhibitions. The spectators always look in the wrong place. They watch the price sign, and forget all about the lack of merit that lies behind it.

If an article is worth a thousand dollars it can be sold for a thousand. If it is worth a dollar, it need not be sold for seventy-nine cents. Goods that sell under what their signs purport to be their original price are either filled with flaws or out of date.

It takes more than materials and work-

manship to create value.

The other thing most needed is highest usefulness. The moment something else delivers better service the article that is put in the background becomes less valuable because it can perform smaller service than the later and improved goods.

Progress is piling up the scrap-heaps

with yesterday's best goods.

Advancement is drawing red lines through yesterday's prices and marking them down to lower levels.

But no article is ever sold for less than it is worth.

t is worth.

There's a reason back of every bargain. There's a shadow back of every cut

price.

Maybe the buyer can't see it at the time, but if he stopped to think that the world grasps the better things as rapidly as they appear, he must realize that to accept the marked down bargains is to admit lack of progress.

And to lag behind in any race is to

lose it.

Winners are never satisfied with something cheaper.



FOR JULY

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by
Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker Street New York City 15 E. Lake Street Chicago 50 N. Sixth St Philadelphia 132 Pearl St Boston 1735 Monward Bldg St. Louis
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The Richards-Wilcox Canadian Company, Ltd. London, Ontario

D. M. KAGAY, Editor

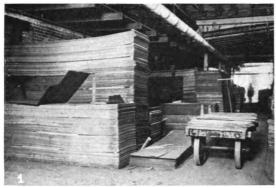
How R-W Door Hangers and Track are Made

A FACTORY covering six acres of ground, employing three hundred men is needed in the manufacture of R-W Products.

Those symmetrical little wheeled cars which travel so easily in the smooth, perfectly shaped track require a great variety of machines—many made special for this work—and a tremendous outlay of capital in their manufacture.

Forty presses and a similar number of lathes and drills are required for the work. When you know that these machines will perform their work on parts at the rate of up to twenty-five hundred per hour, an idea of the possible output of the factory can be realized.

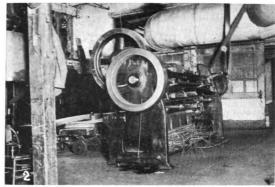
A pictorial trip through the plant will, we hope, be both interesting and enlight-ening.

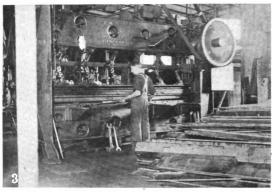


Section of steel stock room which is 280 feet long by 46 feet wide, extending the entire width of the building.

An average of 2,000 tons of material is carried, all of which is purchased in special sizes so as to cut out with least waste.

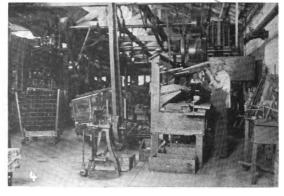
These machines perform the first manufacturing operation of cutting the sheets to size. As machine operators never set their own dies or gauges, a die setter sets the shears to cut the sheets the desired sizes.





This is one of two presses which form the track. The sheets are being "lipped" like the sheets on the floor. The other press operation "boxing" forms the material into the finished shape.

Inspecting track after header has been attached and the lining fastened in.



N REQUISITION from the office the store-keeper delivers the required number and size steel sheets to the operator of the shearing machine. The operator's order calls for shearing material for a certain quantity of trolley track.

The shears having been set, the sheets are cut, one at a time, into three parts, one of which goes into the scrap. Two men are required to operate the shears, and all the other larger machines. The two parts now cut to size are transferred to the next machine.

TWO PRESSES SHAPE SHEETS INTO TRACK FORM

Next to the shears are two presses, Fig. 3, which shape the sheets into track form. These same machines, with different dies, are used for making tubular track, which however, is next passed over a mandrel for inspection.

FINISHING AND INSPECTION OF TROLLEY TRACK

Trolley track, for general descriptive purposes, may be divided into two classes parlor door and barn door. When parlor door track is to be maple-lined, the necessary holes for fastening it in are punched

during the lipping operation.

After boxing all parlor door trolley track has holes punched through, to which the header adjusting screws are fastened. The unlined track then goes to the dipping room, while the lined track has the lining fastened in, the header attached is inspected and then passes on to the dipping room, where they are either baked or dipped in japan, as ordered.

The track is then placed in stock ready

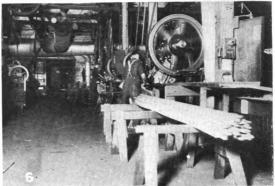
for shipment.

(Continued on Page 9)



View down one aisle of the stock room showing finished track ready for crating.

Presses forming parts for hangers. The first press shown clips a piece of steel from the bar, punches the holes and gives the correct shape in one operation and at the rate of 2,500 parts per hour. The parts being made are the flat steel plates which screw to top of sliding parlor doors.





A section of the assembling dept. where the hanger is complete ready for packing.
Loose wheels, axles, pins and frames containing the bearings are conveniently placed. The mechanic rivets the wheels securely on, tests them to see that they revolve easily and the completed parts ready for the packing room.

View through packing department.





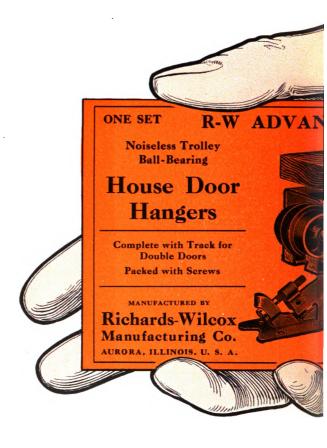
THE purpose of a door is to open and close, and the better it does that, the more nearly it meets its purpose. R-W Hangers simply give the door easy action—they save time and effort—they take attention away from the barn-door.





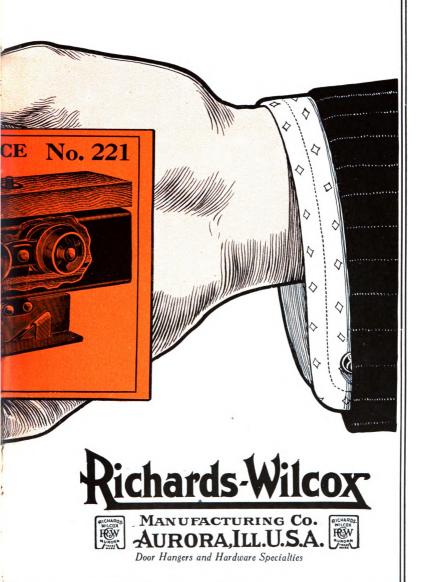
Write today for information about a hanger for any door that slides

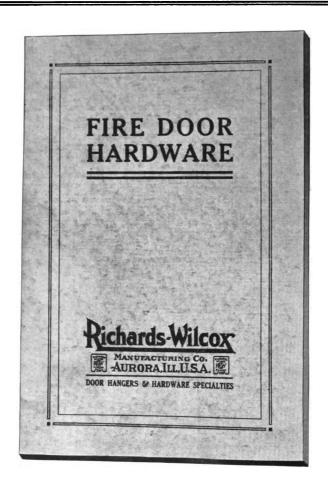
The R-W Golden-rod Carton



A Hanger for Any Door That Slides

Look for it on Your Dealer's Shelves





THE most complete fire door catalog published.

Answers every fire door question.

This thirty-six page catalog covers the fire door problem.

It is full of information—with it you can figure any fire door arrangement.

R-W Fire Door Fixtures approved by National Board of Fire Underwriters.



A hanger for any door that slides

(Continued from Page 3)

THE greater number of parts making up the completed hangers require more operations and machines in their manufacture and a different method of handling.

When the machines are set to make a certain part of the hanger, the wheels for instance, they are kept on that work for possibly weeks at a time. As the machine completes its work at the rate of eight hundred per hour, a very large number of parts is completed without resetting the machine.

The completed parts are stored in bins in the stock room until an order goes to the assembling room for complete hangers, when the required number of needed parts are requisitioned from the stock room.

ASSEMBLING AND BOXING HANGERS

The work of the assembling department is a revelation in efficiency. The different operations are handled by the same mechanics on all orders, some rivet the steel parts together, others add other parts, and through long practice they are very proficient. The completed hangers are carefully inspected and then boxed and placed in the stock room ready for crating and shipment.

THE new store of Lewers & Cooke, Honolulu, Hawaii, is one of which they can be justly proud. It occupies three stories and basement, 150 feet by 160 feet, exclusive of shipping rooms and warehouses.

Many years back C. H. Lewers started the business. Later it became Lewers & Dickson and then Lewers & Cooke. In 1901 they incorporated as Lewers & Cooke, Ltd.



Front of the Store of Lewers & Cook, Honolulu

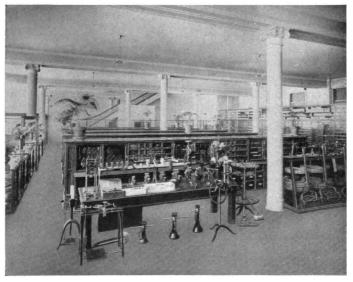
From the start lumber has been the main product handled, but other lines have been added from time to time, and now practically everything in the building trades can be furnished.

The firm's excellent reputation at home and abroad places them in position to handle only the best lines which give them a commanding hold on their local business.

Honolulu is a city of 55,000 persons, and the Hawaiian Islands are populated by an intelligent

and energetic class of people. The temperature averages 70 degrees—a perfect May day every day in the year.

Lewers & Cooke handle the complete R-W Line of Door Hangers, Grindstones and Hardware Specialties.



An Interior View of Lewers & Cook's Store, Honolulu



"Has made good" beats "Just as good" every time.

That's why those that know ask for the goods in the golden-rod carton with the R-W- trade-mark.

THIS garage is an example of the best construction in buildings of this type.

The exterior is tapestry brick, with red terra cotta trimmings, tile roof, copper window frames and sash, with enameled steel trim.

The interior walls are laid up 3 feet with red tile wainscot, balance to ceiling with 1 inch opal glass, and with the cement floors makes a beautiful interior.

There are three sliding doors, two interior and one exterior, about 10 feet by 14 feet in size, covered with copper and glazed with plate glass and small lights. These doors, being extremely heavy, about 800 pounds each, are hung on R-W No. S-444 Flush Door Hangers with a special track construction.

The track is erected against the ciling on 4-inch by ½-inch Pine Cushions, which are secured to the ceiling by bolts, extending through the terra cotta fire proofing to the floor above, insuring a perfect alignment, acts as a plaster line, and overcomes the possibility of loosening the plaster by vibration.

The doors operate so easily it was necessary to place door checks on the jambs to avoid the jar.



Garage R. B. Mellon, Pittsburgh, Pa. J. H. Geisey, Architect

Depends on the Man

"I hope," said one wife to another, "that you never nag your husband."

"Only when he's beating the rugs," said the second one. "When he's thoroughly irritated he makes a better job of it."

But She Was in Style

A tall thin lady (dressed in more than the ordinary abbreviated skirts) sympathetically to a small boy, on a chilly day:

"Are your leggies cold, dear?"

Barefoot Boy (somewhat sympathetic himself): "Nope, is yours?"

Experienced

Miller: "Just as Millet and the widow started up the aisle to the altar every light in the church went out."

Mumford: "What did the couple do then?"

Miller: "Kept on going. The widow knew the way."

What's Needed

"What I want," said the speaker, "is reform. I want police reform, I want social reform, I want temperance reform, I want—I want—"

"What you want," called out a listener at the back of the hall, "what you want is chloroform—."

The Things Men Stand For

"Every time the baby looks into my face he smiles," said Mr. Meekins.

"Well, answered his wife, "It may not be exactly polite, but it shows he has a sense of humor."

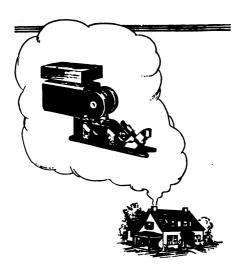
Discharged

Judge: "What is your trade?"

Prisoner (who was caught in a gambling house raid): "I'm a locksmith."

Judge: "What were you doing in there when the police entered?"

Prisoner: "I was making a bolt for the door."



~ T

In Cottage or Mansion

A sliding door's a wondrous thing—
It saves a deal of space,
And doesn't have the slightest chance
To strike one in the face.

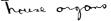
'Tis the duty of the architect
To specify the thing
Which makes a door a better door
Without that needless swing.

To "efficiency, convenience,"
And "economy of space,"
Add a Richard-Wilcox hanger

And the Ideal door's in place.

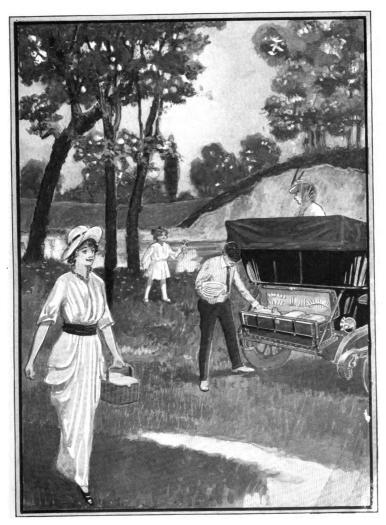


A Hanger for Any Door that Stides





A Hanger for Any Door that Slides



AUGUST

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"In union there is strength," in dollars as well as in men.

One hundred years ago, the Perry Flagship, Niagara, was a power on the lakes. It was a fighting ship of size and quality. Now the Niagara looks small, even when compared with the ordinary excursion steamers—and very little compared with the smallest cruiser.

A century ago, ten million dollars would run many governments a whole year. Now it pays for one battle-ship. Needs and progress dictated the difference.

One thousand boats that cost \$10,000 each, would be no match for a \$10,000,-000 dreadnought.

In money, as in men (for money is the product of the needs and habits of men), "in union there

is strength."

Low price does not represent economy. It stands for loss, and that loss is usually greater than the total sum so foolishly expended. It is a loss in time, energy, efforts, anticipations.

A cheap rocking chair may cost only a fifth as much as a serviceable, comfortable chair, but the owner never knows comfort while he is in his cheap chair. He cannot enjoy his smoking, reading or conversation nearly as much.

Cheapest means poorest Cheapness is its own

penalty.

And dimes and dollars, invested grudgingly, and one at a time, will be lost, whereas, a union of enough dollars to purchase merit, would win.

Union of dollars means buying power.

There can never be any real economy in hesitant, stinted investments—for goods are investments quite as much as bonds and mortgages. If anyone offered us a thousand dollar bond for three hundred and fifty dollars, we would be frightened, because it would be contrary to judgment. And yet, worse logic is used daily in disposing of and buying cheap goods.

If a thousand men came, one man at a time, to fight the enemy numbering eight hundred, the thousand men would all die or be captured. Fighting together, they would win the battle

easily with small loss.



- FOR AUGUST -

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by
Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	85 Walker Street New York City 15 E. Lake Street Chicago 50 N. Sixth St Philadelphia 132 Pearl St Boston 1735 Monward Bldg St. Louis
The Richards-Wilcox Canadian Company, Ltd. London, Ontario	

D. M. KAGAY, Editor

What's the Score?

DASEBALL and business both begin with B, but the baseball bee buzzes stronger than business when the dog days are on. No June bride ever gazed on a Tiffany setting that ever had anything on the ball diamond. It is a regular Kohinoor or Cullinan—except under certain conditions, which conditions are often duplicated in business. For instance, two men are out; it is the last half of the ninth—the bases are full, and the score is 2 to 2, and then some bonehead comes to bat.

It is easier getting "all het up" in the broiling sun on the bleachers than it is to plug in the office beneath an electric fan. No electric fan could make half the revolutions made by a baseball fan. Besides, there is a certain amount of politeness required in business—and none in baseball. The young woman who would never think of speaking to a man she had not met properly, will grasp a stranger by the sleeve and shout, "Run, you rummy, run!"

The game of ball is a safety-valve for the nerves, and a month's vacation crowded into nine innings. Also, it is a means of developing many false reports of the passing of fond grandparents, and other fabrications that wouldn't be attempted during the Winter months.

The history of baseball dates back to Mr. Adam, and Mrs. Eve-Adam. Eve was caught stealing first and then Adam was called out. Cain and Abel were the only youngsters disqualified on the grandmother death story. The first baseball tragedy occurred about the same time. Cain fanned Abel, and then ran home. After Abel was batted out of the box, they sent Cain to the brush league.

Some of the customs of baseball are not recognized by business. If a man has an over-draft at the bank, he can't get through by handing the cashier a rain-check, and he has to play whether the grounds are wet or dry.

There is also a psychological side to the ball game. It proves that one lone umpire can survive the opinions of twenty-five thousands yelping fans. The umpire is about as popular on the diamond as an N. S. F. check is with a protest fee attached. If threats could kill, the umpire would be reduced to hamburger at every game. It is the same way in business. The knockers who predict an early funeral for a competitor usually help create his success.

In baseball, as in business, every fan has a perfectly good opinion. But the fan, at bat, would be sending out the S. O. S. about the time the spit-ball started down the tow-path. One

of the reasons baseball is so popular is because the price of admission gives every spectator a chance to complain. Seeing plays from the grand-stand isn't at all like seeing them from the thin end of the hickory.

Every evening the papers publish a Dun and Bradstreet of the clubs, and there is always one at the bottom. The only way this can be obviated is to print the standing in a circle.

The best way to get a line on a business man is to watch him rooting when his side is in the balance. The language he uses doesn't sound anything like the talk he puts up at the directors' meeting.

Even the little blonde stenographer, who wouldn't think of crushing a peanut without begging its pardon, is right on the deck, wild-eyed and frowzled, crying out for the life-blood of the umpire, and expressing fearful opinions about the two teams generally. She will gurgle and clapher hands when her favorite movie hero comes upon the screen, but she will call a handsome ball player a "chunk of liverwurst," if he makes a bum throw to first.

These days, they call it "inside base-ball," which means that the leather-covered pill must be kept traveling at 101 miles an hour in every direction except toward the back fence. In business, it is called "efficiency," and when an umpire skilled in efficiency comes into a strange office, he couldn't be loved less were he a leper.

Even a staid old bank president will miss his dinner if he may have the opportunity of shaking the hand of a big-time player. But let that same player get his release, and the same bank president would sic the fox-terrier on him if he came around looking for favors. "Big" fellows in baseball and in business are the ones who get away with it. What counts most is not "what I used to do," but "what I am doing today."

The ball player who tries to make a fancy catch with the sun shining in his lamps, is about like the business man who is trying to put one over when conditions are stacked against him. The spectators in both cases rather hope he'll succeed, but doubt it—and can shout, "Solid ivory!" a lot easier than they can cheer.

The occupant of a bleacher seat can call both teams all sorts of names, and the spirit that animates him is the same as that which moves the morbid to read the news notes from the bankruptcy courts. Making a winning isn't easy work, but offering up criticism is the simplest of all tasks. For every Ty Cobb who is worshiped in the commercial world, there are a dozen others who "once were," and in both baseball and business, the man who follows training camp rules is going to pull down part of the pennant money the longest.

The alfalfa league player who gets three squares per diem, is in luck. The top-notch star owns a few farms, a dozen motor-cars, and a bundle of corporation bonds. And in business, the things that win are always "in the money," and those that can't win, are outside.

Incidentally, in the "standing of the clubs," we find that, in the "Door-Hanger League," R-W is in first place, with a percentage credit of .999. The only game it ever lost was with a farmer "way out West," who decided he wouldn't buy, because he kept his stock in a corral and didn't have a barn.



THERE are many R-W dealers doing a thriving business with our No. 421 Corn Belt Hanger and No. 35 Track.

The No. 421 Corn Belt, like all R-W Hangers, stays on the track, not only during ordinary usage, but during exceptional conditions also.

Notice how our No. 35 track is made. The hanger passing through it as door is moved keeps it clear and free from dust, etc.

To best satisfy your clients and cement their good will see that they use what you know is the best.

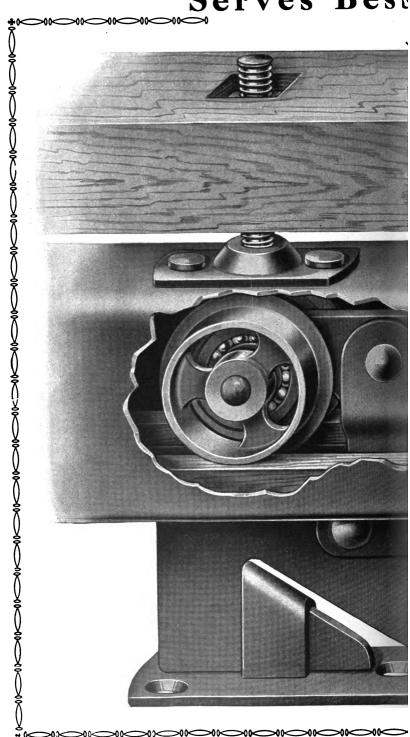




A HANGER FOR ANY DOOR THAT SLIDES

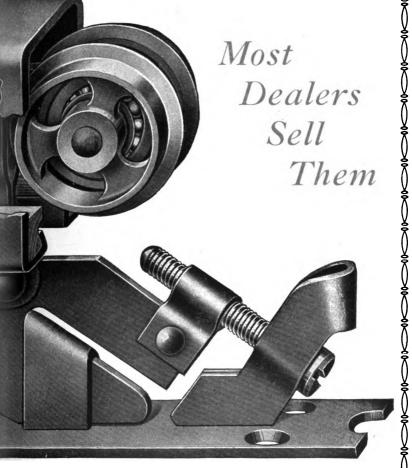
Let us help you to success, please.

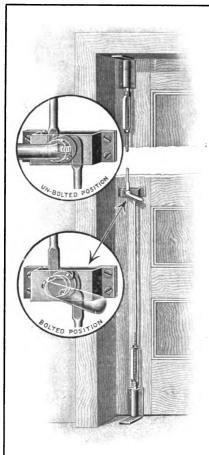
Serves Best



-Sells Best







No. 517
R-W
Top
and
Bottom
Bolt
for
Garage
Doors

MADE IN TWO SIZES

NE of the most important attachments for the door is the lock.

The door must keep out the weather—the lock the night marauder.

No. 517 R-W Top and Bottom Bolt

Locks doors at both top and bottom with one movement of lever handle.

So constructed that when bolted or unbolted the ends of connecting rods, where attached to the lever handle are off center so that bolt maintains its position by gravity and cannot be changed except by moving the lever handle.

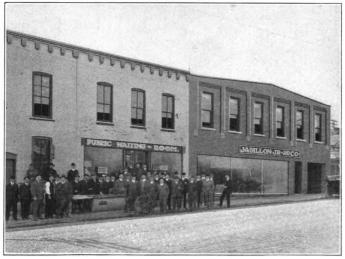
A Hanger for Any Door that Slides





THE STORY of J. A. Dillon, Jr's. rise in the commercial world would read like a romance. Only a few years ago he was an assistant in an implement store—today he has an establishment which would be a credit to any city and a business equalled by few.

The new structure, now the main building, is of brick construction, 50 ft. by 100 ft., two story. The office and sample display of lines carried are on the first floor. The second floor and the old building are used for storage of stock.



New Store of J. A. Dillon, Jr. & Co., Hudson, Mich.

A unique feature, one of the many which have helped make Mr. Dillon's success, is a rest room for the women. When the farmer's wife and daughter come down to town they are generally in for all day. Mr. Dillon realized this, and thought they would appreciate a place where they could sit down and rest. This room is equipped with everything required for the comfort and convenience of women. All farmers' wives and daughters are privileged to make use of the rest room, whether their men folks are his customers or not.

Dealers in the smaller towns are always on the look-out for some plan to increase the popularity of their store. Where there is sufficient space a rest room for the women, and for the men also, should make a good investment. "I'll meet you at Dillon's" is the best kind of advertising.

Mr. Dillon has handled the R-W Line for years—we hope and believe it has helped in his success.

THE HOPES of every father for his boy is an honorable and successful business career leading to a well-prepared for old age.

The dream of every boy is to work his way from the bottom, and some day win a position of consequence, and the esteem of his fellow men.

In 1863 Frank R. Coffin started a store in Boise and must have made a big success, since he retired in 1870. In that year Mr. A. E. Carlson assumed the management of the business now known as the Carlson-Lusk Hdwe. Co. He is still President and Manager, and Mr. J. R. Lusk is Vice-President.



The Frank R. Coffin Co. Store, Boise, Idaho in 1868

They have built a business, the largest in Idaho, selling to the wholesale and retail hardware trade. Their line includes mine, mill, ranch and stockmans' supplies, sheet metal, plumbing supplies and general hardware.

About twenty-two years ago Mr. W. C. Tatro commenced with the firm, his first position being in the tin-shop. Through work, steady application of his abilities to the firms' interests and intelligent and conscientious attention to business, he has worked himself up to the position of Secretary of the firm. Through the years he was weighing out nails and loading heavy hardware into the customers' wagons he was studying the many different angles of the hardware busi-

ness, finding out why some lines handled were better for the customers and the house than others. All this bore fruit as Mr. Tatro in addition to his duties of Secretary, does all the buying.

In Idaho and the West, where everything is done on a big scale, this position is one of importance.



The Carlson-Lusk Hdwe. Co., Boise, Idaho

From the beginning of the business this firm has held its trade. They handle all the up-to-date goods and their customers stand by them, because they are dealt square by, all of which reflects great credit to the management.

They carry a full and complete line of R-W Hangers, Grindstones and Hardware Specialties, "which they know are the best and which always make a lasting customer."

\$3.00 for Photos

We want photographs of R-W Products in use. Private garages, barns, churches and schools. Have your photographer take the photos. We will pay for them.

No. 193 R-W Connecting Plates



These plates are especially adapted for coupling screens, sash, partitions, etc., holding them securely in position at joints. Note slots are tapered, which

allows for drawing sections tight before screws are locked.

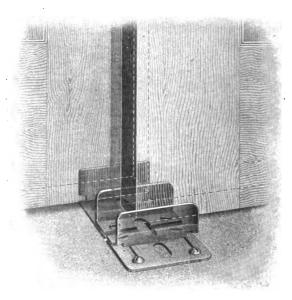
To disconnect, it is necessary to remove only one screw and plates can be left attached to section.

Used to join screen sections together, porch

screens, summer cottages, sleeping porches, etc.

Double Floor Door Guides No. 172 R-W Adjustable

For Parallel Doors



For use with parallel sliding doors. Guides the bottom of the doors and prevents chafing.

Suitable for use with concrete or wood floors. Adjustable for doors 1\(\frac{3}{4}\) inches to 3 inches thick.

And Still Two Can Live as Cheap, Etc.

The young wife had given her husband a dance. "You're improving wonderfully, John. Don't you remember how you used to tear my dress?"

"Yes," replied John, "but, I wasn't buying them

hen."

Right, at That.

The young lady, visiting her aunt in the country, came in late one afternoon.

"Where in the world have you been?" asked the

aunt.

"In the hammock all afternoon," she responded,

"with my beloved Robert Browning."

The aunt eyed her sternly. Then she said: "If I hear of any more such scandalous proceedings, I shall certainly write to your mother.

Sounds Reasonable Sometimes

"Trouble?" asked the bystander.

"Some," replied the man under the car.

"What power car is it?"

"Forty-horse."

"What seems to be the matter with it?"

"Well, from the way she acts I should say that thirty-nine of the horses were dead."

Why Don't He?

Grace, aged five, had twin brothers, a year older than herself, who were mischievous.

"Papa," she said one day, "every night when Harry and Willie say their prayers they ask God to make them good boys."

"That's nice," replied the father.

"Well," queried the little skeptic, "Why don't He?"

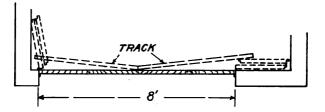
96

Aunt 'Liza's former mistress was talking to her one morning when suddenly she discovered a little pickaninny standing shyly behind his mother's skirts. "Is this your little boy, Aunt 'Liza?" she asked.

"Yes, Miss, dat's Prescription."

"Goodness, what a funny name, Auntie, for a child! How in the world did you happen to call him that?"

"Ah simply calls him dat becuz Ah has sech hahd wuk gettin' him filled."



No. 435

R-W Sliding Folding Garage Door Hangers

THIS OUTFIT designed to meet the demand for a fixture that will allow hinge doors to fold and swing inside of building, requiring only minimum space. Four doors hinged together in pairs, are required for each opening. Not recommended for doors over three feet in width.

Doors can be hung so as to permit one-half folding right, other half left, or all one way, as desired. Will stand at any angle depending, however, upon the width of wall space adjoining the opening. Where wall space is greater than width of door, same can be made to fold back when opened, parallel with front walls.

A swivel hanger is attached near edge of the doors which meet at the center of opening. These hangers operate in tracks which are set at an angle with the front wall, the outside end being the farthest from the wall.

The bottom of the doors, when closed, are held in place at the center by a guide, which is set into the floor.

No. 517 R-W Top and Bottom Bolt required to lock the doors.

Blue prints showing erection details sent on request.





A Hanger for Any Door that Slides





SEPTEMBER

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The Cracker on The Sales Whip

OBBIES move more men than we could name—even if the men themselves try to hide their foibles.

Some persons refuse to buy because salesman lacks their point of view on life's ethics, or the merit of a cigar, or the flavor of a drink. Some buyers decide their purchases on a salesman's viewpoints on conditions foreign to the article to be sold.

Adaptability is the cracker on the whip of salesmanship.

An insurance solicitor who visited a tough prospect, won his day by a clever subterfuge. He noticed a photograph of the prospect's two children—and said, "My, but Judge Brown

would like to be in your boots!"

The prospect asked why. "Because," the solicitor replied, "he has two just such children as yours, and he is unable to pass our examination. He would give you ten thousand dollars for vour chance.

Sentiment did what logic failed to do.

The salesman, more than anyone else, is called upon more frequently for outside knowl-

The personal element enters into all transactions in life. Many a man has lost an order because he ate with his knife. Little things are the foundations of big things. Just as a building is composed of almost countless bricks, so is a sale built up on countless recourses to human things.

All arguments failing, Mrs. Smith will buy an electric car, because Mrs. Williams has purchased one-and refuses to be outdone.

Other persons pride themselves in being the

first in their communities to do a thing.

But, all of them, whether silent or talkative, are throwing out suggestions that become ammunition to the observant salesman.

Just as every sale is a move in a battle-field, so is strategy as important in salesmanship as it is in fighting the enemy, or winning an election.



FOR. SEPTEMBER

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The Richards-Wilcox Canadian Company, Ltd.	

London, Ontario

D. M. KAGAY, Editor

While the Band Played Mandalay

PICNIC is an event wherein everybody is ready and willing to eat red ants, smile at spiders and get all lamed up. The country papers always end a story of a picnic by saying, "And a lovely time was had." That is lots easier than naming the bruises, dirty faces, sore shins, et. al.

Nobody should ever miss a picnic, because it shows how foolish people will be when they have a chance. Being foolish is the same as being natural—and to be natural is to be happy.

Once each year, R-W forces join hands, amalgamate, and fare forth on a picnic excursion—and Aug. 1, A. D. 1914 found them keeping up the historic occasion under skies that were made of mother-of-

pearl-and Pearl herself!

When the watch that made the dollar famous pointed to 9:00 a.m.—flat (purely a sporting term!)—the eight hundred Messrs., Mesdames, Misses and Junior R-W's kept step to the big brass band, embarked on gayly-bedecked cars, and went Spinning through Illinois scenery with a million dollars' worth of pride—easily a million dollars' worth! (Exchanges remaining closed, the definite market quotation can not be given!)

A Few Swats—and Fellows With a Pull

WHEN 10:00 a. m. arrived, the war clouds settled like an ominous mist (which is always a considerable mist) over the scene of coming carnage—the ball diamond. The office forces were so rash as to fly into the face of dismal failure against the sturdy workers of the

factory, who save up for this annual event; that is, in determination.

It was fair weather for both teams up to the fourth, at which period the office boys lost their mud-chains, and the road was getting slippery. They skidded into hopeless—



Winning Ball Team

but let us call it the end of the reel! It was a case of 12-to-6, and many a time the doughty Giants or White Sox haven't done as well!



The Final Heat in the Tug of War

After the Red Cross had cleard the field, the "Tug-of-War" forces came up to be looked over—and they stepped high and proved that they entertained fine resolves. It was between the "All-Steels" and the "Assemblers," but the "Assemblers" assembled too late, and now

they know what it is about a porous plaster that does the work.

The "Wood Packers" and "Pen Pushers" were next to grasp the heavy hemp—and, who would have thought it? The propellers of the frisky quill actually slipped it over on the brawny boys—which shows that weight isn't picked up on the prairies, but is gathered in the quieter fattening pens. (Pun!)

If the Quill Quarrelers had rested on their laurels, they would still be men of might—but the referee's heat was due, and the "All-Steels" showed what armor-plate is made of! "The pen is mightier than the sword"—in times of peace!

An Active Pork Market

PIG doesn't make an exceptionally excellent Teddy A PIG doesn't make an eacoptain Bear even in his natural state. When he is gone over with a safety-razor, and then greased like a thousand pounds of taffy, he is so slippery he makes Jimmy Valentine look like a wash-board.



Mr. Porker and His Captor

Mr. Pig came hurtling on the scene, with more squeals than one hears the day after election. He didn't have any particular, select point of destination, but he was certainly on his way.

Those that weren't cheating themselves trying to catch him, were attempting to get out of his path. It was an evil hour for the innocent bystander—because if there is any one thing not calculated to help a new muslin gown, it is a pig, geared up to eighty miles an hour, and covered with massage cream

Ring-side weight for Mr. Pig was 120 pounds—placing him in the bantam class. He was just about as big as Johnny Coulon—but not so good looking. It has been a bad season for bantams, and so it proved with the side-stepping porker, because he was nailed by a follower of the art of the mat—by a chap who learned just how Mr. Gotch uses the toe-hold. It was fare-ye-well, poor Mr. Pig. He lost the bout and lost the match, and the corn he munches henceforth is not a reward, but a conspiracy!

Speed Was the Picnic Slogan

IF anybody ever says that the R-W office girls are not first-cousins of the Queen of Sheba in looks, he may as well spit on his hands and challenge the "All-Steels," the "Assemblers," the "Wood-Packers," the "Pen Pushers," and the editor of Doorways!

When they lined up the ladies for the race, and said, "Go!" not one of them paused to inquire about her hair—but they all made the Twentieth Century Express look like

a runabout, in the matter of speed.

There were other races—so many races, it was almost Cosmopolitan. (We score one of these jokes every now and

:hen!)

Finally, every young man with big feet was barred. The prize waltz was on—and had any one sought to spoil the terpsichorean (not a war report from St. Petersburg!)



Start of Office Girls' Race

grace by piping "Too Much Mustard," no one would have been responsible for his demise.

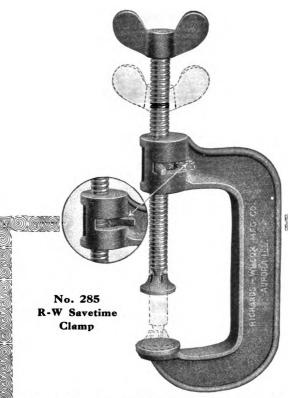
It was a task for Solomon, or Paris, in deciding the two

winning couples.

The awards were so numerous, an art shop could have been started with the prizes: A fine traveling bag and a chest of silver for employes; a bronze electric lamp with an art-glass shade for the ladies; an Eli Coaster for boys under ten years of age; a gold LaValliere for the girls. More than one hundred prizes were distributed to winners of the various events.

Little Arlene Hoffman, who confessed to two summers, did the drawing from a hat—and all Arlene has to do is keep on picking winners (from a hat), to get along first rate in this uncertain world.

(Continued on page 12)



"I'm Sorry I Didn't Buy It Before"

A MISCONCEPTION of time leads many people to practice false economy. They hold back on making a purchase—thereby suffering loss of time and results.

The only time that really exists is now. And this ever present now moves forward. Our now will terminate some day—and this moment is our only possession. As we use it, we profit or lose.

With your trade time is of great importance—therefore sell them what will save their time.









No. 721 Flexajust Trolley Barn Door Han

For Doors Weighing Up to 400 Pounds

Has vertical and lateral adjustment. Pen bolt attached to hinged clevis and permits to swing out at bottom if desired. Adjustab of an inch vertically, pendant bolt being f with lock-nut to maintain adjustment made

Suitable for doors 13/4 to 2 inches thick. I can be attached to side or ceiling supports, all furnished in any length up to ten feet in one p

Quality Retains Friendship

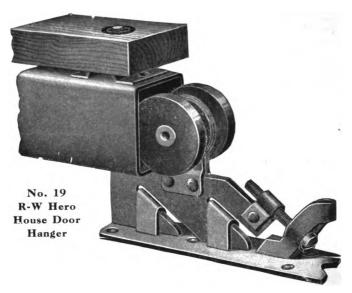
THE locomotive, the powerful pump, the great dredge are all products of thought. But the thought that originated them was invisible.

All the cunning of a craftsman may be put into the making of a die—but the purchaser who buys something that this die has stamped out, does not see the precision that adds value to the article—but the value is there.

And it is that kind of quality which will bind your customers to you—when you sell R-W Products.



ck



Quicker Sales And Why

WHEN a customer comes in who wants a good, dependable, moderate priced hanger, you can sell him quick and insure his future satisfaction with the

No. 19 R-W "Hero"

His need calls for a hanger for an average sized door, and he wants something to handle them with ease and sureness.

That's why you'll find this a quicker seller and a good will builder.

Richards-Wilcox



Manufacturing Co. AURORA, ILL. U.S.A.



HOW many of you realize what success means not the literal translation but the work, study and time required to lay the foundation of experience and knowledge, on which every successful man builds his business.

When you look at the men at the head of a prosperous business, they appear like ordinary men, but when you view what they have done, then you grasp some idea of the moulding process through which they have passed to fit them for the positions they hold.



Watson-Flygare Hdwe. Co., Ogden, Utah

Years ago, two men, John Watson and Chris. Flygare, were employed by the same firm, Z. C. M. I. Ogden Store, one as manager, the other as manager and buyer of the Hardware Department. They were then receiving the finishing touches in the moulding process of success. Later they bought the business, and the firm Watson-Flygare Hdw. Co., Ogden, Utah, sprang into existence. Mr. E. Eklund, now manager and buyer, has helped toward the goal—success.

Their preliminary training developed them into shrewd business men, and assured the very successful business which they have built up. They realized that it was building for the future to study their customers' needs and give them what they wanted rather than force them to buy what they wanted to sell. Therefore, they began by equipping their store right up to date, and bought goods which they knew would give lasting satisfaction to their trade. They handle a full line of R-W goods.

THIS is the largest elementary school building in Philadelphia, contains forty-three regular size class rooms, also large teachers' room, infirmary, suite of rooms for the Principal and clerks.

There are twenty-four openings, five doors to each, on which No. S444-1 R-W Flush Door Hangers are used.

In every way this is one of the most wonderful school buildings in the United States. The main entrance is on Third Street, with imposing flights of marble stairs from basement to the



Interior View

fourth floor. There are nine separate exits, four of which are enclosed in fire escape towers. It is three full stories high, with high basement, floor level of which is entirely above the ground level, also high attic, making practically a building five stories high. It is one of the most handsomely designed elementary school buildings in the country and its plan incorporates the most modern and advanced ideas known in securing comfort of the pup.ls and instructors, and aids to the proper discipline of the school.

All exterior walls are faced with a warm, reddish brown rough texture brick with light colored terra cotta trimmings, granite base. Exterior facades designed in an adaptation of the Tudor Gothic.

The building contains its own electric light and power plant, a vacuum cleaner apparatus and humidifying apparatus, whereby all the fresh air before passing over the heaters and through the fans is washed, humidified and purified. Three separate fan and humidifying rooms, one for the Auditorium, entirely independent of regular heating and ventilating system.

There are two large rooms for manual training work; a large room for domestic science department; kindergarten class room, play room for the boys and one for the girls. Boiler, pump, generator, ash and coal storage rooms.



Exterior View

The only elementary school building in Philadelphia containing a separate auditorium with gallery, large stage and dressing rooms with lavatories adjoining. Total seating capacity, including gallery twelve hundred.

Gymnasium on the fourth floor, containing four thousand square feet of floor surface, with space at each end, making possible the installing of separate shower rooms for boys and girls. Locker rooms and lavatories included in the present contract.

As can be seen the use of R-W Flush Door Hangers practically doubles the floor space in the rooms where they are used, as they give the advantage of closed class rooms for quiet study, and a large open room for assembly or combined class work.

(Continued from page 4)

The big R-W ended, like all days must end—but it was "some day." The eight hundred folk who enjoyed the goodies to eat, the blare of trumpets and sounding of cymbals the prizes and rides—the fun of being outdoors, felt just a



Three-legged Race

little closer to the company that made it possible—and began the next work-day with a fine determination to put some of the gathered sunshine into their daily tasks.



Young Married Ladies' Race

So, after all, Mr. Dealer, YOU were represented at that picnic!

Everybody got the best of it—except Mr. Pig—and he will be knighted soon, under the style and title of "Lord Bacon!"

Resourcefulness

"Waiter!" called a diner at a local club, "come here at once! Here's a hook-and-eye in this salad!"

"Yesser, yesser," said the waiter, grinning broadly. "Dat's a paht of de dressing, sah!"

The Modern Maid

Mistress: "Oh, Mary, didn't you know you always ought to bring me the letters on a salver?"

New Maid: "Yes'm, I knew, all right; but I didn't know you did!"

A Wrong Diagnosis

Physician: "From a hasty examination, I am of the opinion that you are suffering from clergyman's sore throat,"

Patient: "The hell you say!"

Physician (quickly)—But it is quite possible I am wrong—I will look again."

Among Our Wives

"Dear me, it's so hard to buy for a man."

"Yes, I hate to spend the money that way, too."

Would Help

The Politician: "What is the next question to bring before the American people?"

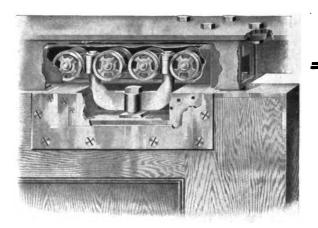
The Voter: "They have had questions enough. What they want now is a few answers."

Do You Know Her?

It was the custom of the congregation to repeat the twenty-third psalm in concert and Mrs. Armstrong's notion of joining was to keep about a dozen words ahead all the way through.

A stranger was asking one day about Mrs. Armstrong.

"Who," he inquired, "was the lady who was already by the still waters while the rest of us were lying down in green pastures?"



No. S 444-1 R-W Flush Door Hanger

The Extravagance of Old-Fashioned Equipment

IN PLANNING a church, school house or similar public building, it is always a decided fact that an assembly room, or some part of the building must be arranged for large gatherings.

But where no other plans are made for the use of this room—it means a waste of floor space.

By using R-W Flush Door outfits, such large rooms can be divided into any sized small rooms and still be used for the planned service.

You should know about these outfits, and we will gladly give detailed

information.

A Hanger for Any Door that Slides







"With sliding doors each room can be cleaned separately . . .

Without interfering with the family's convenience in the adjoining room."

OCTOBER

Digitized by Google

False Economy is Worse than Debt

E WHO buys something cheaper, immediately goes into debt.

Just because he keeps a few dollars in his hands in today's purchase, does not mean that he has economized.

The moment that buyer refuses to get the best, he begins to rob himself of time, usefulness, results.

The buyer makes more money only as he

controls money-making possessions.
Whatever produces better results in less time, saves hours and days, which are worth money.

Whatever produces results with least attention, saves energy, which is worth money.

Whatever produces better results is worth money because what is produced has a value.

To contract a debt, one becomes obligated to pay a certain fixed sum of money—possibly plus interest.

But to exercise false economy is to indulge in a debt that keeps growing faster than any compound interest, because it loses time. energy and other valuable possessions.

Anything becomes a debt if it stops one

from getting the best results.

He who burdens himself with the handicaps of worthless things bars himself from

securing the best results.

The persons who have succeeded to the greatest degree have invariably been those who looked beyond first cost and measured results.

They are not worrying about today's cost, but are thinking about tomorrow's results.

In the long run, they had success when the false economist had failure.

Paying the price is buying the privilege of entering

upon the greatest success. The price consists of the merit that is put into things

that sell for more.

False Economy is getting the price of what is not as valuable as the more costly goods, articles or service.

An obligation far greater than debt, is to buy something that renders poorer service than a compet-

ing article of greater price.

It is a debt that piles up and multiplies, and that wipes out the initial "saving" time and time again.



FOR OCTOBER

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by
Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

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The Richards-Wilcox C	anadian Company, Ltd.

London, Ontario

D. M. KAGAY, Editor

The Advantages of Using the R-W Expert Engineer and Suggestion Service Departments

THERE is always a very plausible reason or a necessary need for every building.

The owner conceives the plan of putting his money into that class of an investment, and has a general idea of what he wants and the probable cost. But the laying out of the plans and method of construction to result in the greatest value and convenience for the most economical expenditure is in the architect's hands.

It is very much to the architect's credit to have planned a building which is good to look at, well arranged and in the construction of which, few, if any, alterations from the plans are needed.

In going over the proposition with the architect, before he begins his plans, a clear idea

should be had as to just what results are desired and expected and what equipment is to be installed. He can give much more intelligent and effective service if everything of this nature is explained at the beginning.

Many times great expense and loss of time is incurred by the necessity of using special equipment to accomplish the desired results, when by planning ahead regular equipment could have been used and a better job turned out.

There is some equipment, absolutely needed in the building, which can only be properly installed during the construction and for which certain allowances must be made. If these points have not been gone over with the architect, these allowances have not been made, and then the costly alteration charges pile up in making the changes needed. And not only this useless expense is incurred, but there is always danger of weakening the building or so deranging other sections as to spoil the effectiveness of the job as a whole.

The architect drawing the plans, the contractor handling the construction and the dealer selling the hardware all have one and the same object in view—a good job and a satisfied client.

Take Fire Doors for an instance.

There is always a certain allowance to be arranged for to insure their working properly and in accordance with Underwriters' requirements.

It may be desired to use a certain type of standard equipment which would require a greater clearance above the door or at side of opening for the fixtures than had been allowed; the wall bolts can be more economically placed in the walls during construction than afterwards; some localities require a slightly different arrangement of

the fixtures to comply with their rules. A careful going over of the proposition between architect and client will decide all these facts and will save everybody concerned trouble and useless expense.

Almost every garage has a door hanging problem of its own.

While seemingly simple, some of them are quite complicated, and as the average car owner is his own chauffer, he is mighty particular about everything connected with his auto, and many times has troubles enough without cranky garage doors.

And right here is where our Engineering Department comes in.

Whenever figuring on a job requiring hardware of a more or less complicated nature such as fire-door equipment, overhead carrying systems, garage door hardware, etc., very authentic data may be obtained by submitting the problem to our Engineering Department. Our broad experience in sliding door problems, figuring such a large variety of difficult lay-outs, should be made capital of by you.

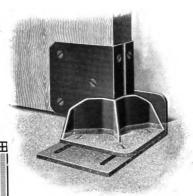
In many cases, however, an accurate blue-print of the hardware needed, giving the correct dimensions, will enable the plans to be correctly drawn and the proper allowances made. Refer to the list of available blue prints on page 10 and 11, advise us which ones you would like to include in your data folder, and they will be mailed to you promptly.



The Carpenter

By WALT MASON

ITH shining weapons newly sharp-ened, the carpenter goes forth to carpent. No work of his is e'er a fizzle, but every product of his chisel, and of his plane and saw and measure, increases human peace and pleasure. Oh, where would be your vine-clad cottage, in which you hit the eggs and pottage; and where would be your stately palace, where you drink grape juice from a chalice; and where would be the school and college, imparting forty kinds of knowledge, but for the man whose saw and hammer kick up all day so glad a clamor? The man who nails the boards and shingles deserves all praise, in prose and jingles; he builds the homes in which we tarry, in which we dance and sing and He builds the church wherein marry. the pastor explains the doctrines of the Master, our world-worn spirits elevating; he builds the rinks where we go skating he builds the bleachers where we gather, to see the game, the whole blamed slather; and when we're done with this world's muddle, he builds the box in which we cuddle. The carpenter, in all the ages, has done far more than bards or sages to make the world a better planet than 'twas when Eve and Adam ran it. He builds the homes, while t'other fellows just sit around and work the bellows.



Floor Guides

for

No. 271 Adjustable Door Center Floor Guide with No. 301-72 Bumper Shoes

Garage Doors

SELLERS, because every garage owner can



No. 272 Adjustable Door End Floor Guide with No. 301-72 Bumper Shoes

see the economical advantage of equipping his sliding doors with these attachments.

The floor guides are adjustable for doors of various thickness, can be used with wood or concrete floors; the bumper shoes save wear and tear on the doors.

You should be prepared for the demand.

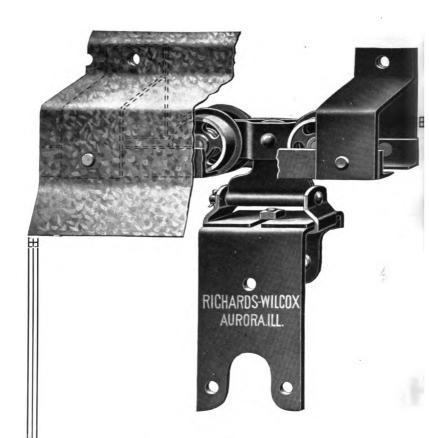




MANUFACTURING CO. AURORA, ILL. U.S.A.



A Hanger for Any Door that



HERE is no other like "proof" features—is e "pocket" for moisture the barn-galvanized housi top of door insuring perfect 1 brackets and housing all at directly to side of building



A Ha

No. 399

R-W KING BEE

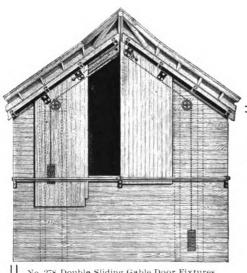
Trolley Barn Door

Hangers

it. Has all the sy to erect—no pather and roting extends below rotection—track, ached, fastening t one operation.

nger for Any Door that Slides



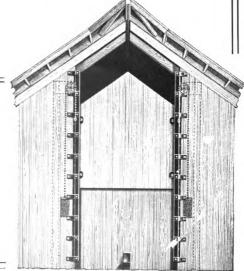


Gable Door Fixtures

No. 278 Double Sliding Gable Door Fixtures

Overcome the hay loft door trouble. Easy to operate, give full width of door when open, securely protect contents when closed.

There should be many of these outfits sold.



No. 279 Vertical Sliding Gable Door Fixtures

THERE are many, many places where door hangers can be used that are not thought of until the builder is stalled with a door problem.

It will pay, and pay well, all dealers to watch closely proposed buildings and make suggestions on hanging all doors with easy rolling hangers.

In the little town of Mazon, Grundy County, Illinois, a lumber shed was to be built by the



Mazon Farmers Elevator Co. This shed was to be of a size so a loaded car of lumber could be run right into the shed. This meant an opening of unusual height and width, and very heavy doors. There was only one way to successfully hang such doors.

They are 23 feet high by 10 feet wide, battened on each side, and weigh, each 800 pounds. No. 123½B R-W Door Hangers operating on No. 33 Trolley Track were used, and solved the problem so well that although these doors have been in use over a year they operate with ease.

Why not follow up such cases and make suggestions, remembering that experienced advice and well meant suggestions can always be had by writing us.

These Blue Prints Are Free to You Order Them by Number

```
No. 925-8" I Beam Trolley.
No. 925-6" I Beam Trolley.
        2
                 No. 100-35 Carrier (Ball Bearing).
No. 100-32 Carrier (Ball Bearing).
No. 100-36 Carrier (Ball Bearing).
No. 100-33 Carrier (Ball Bearing).
No. 100-31 Carrier (Ball Bearing).
 A–101
 A-102
 A-103
 A-104
 A-112
                  No. 100-34 Carrier (Ball Bearing).
I-Beam Switch.
 A-117
 A-120
                 I-Beam Clamp, Brackets and Hangers.
I-Beam Trolley and Hoist.
No. 925-5" I-Beam Trolley.
Switch throw for Trolley Track.
 A-121
 A-122
 A-125
 A-126
 A-133
                 Crossover for No. 33 Track.
                 No. 100-4 Carrier.
No. 100-6 Carrier.
 A-134
 A-135
                  No. 100-5 Carrier.
 A-137
                  No. 100-2 Carrier.
 A-138
                 No. 100-11 Carrier.
No. 100-13 Carrier.
No. 100-3 Carrier.
 A-139
 A-140
 A-142
                 No. 100-1 Carrier.
 A-143
 A-145
                 No. 100-12 Carrier.
 A-146
                 No. 100-14 Carrier.
                 No. 100-10 Carrier.
 A-148
                 No. 100-15 Carrier.
No. 442, Nos. 1-2-3-4 Tracks and Brackets.
Nos. 242, 243; No. 1-2; No. 542B Tracks and Brackets.
No. 645 Tracks and Brackets.
Trolley Track Bracket dimensions.
 A-149
 B-
         1
 B-
         2
 B-
           3
 B-
                 No. 4 Hanger and No. 4 Track Vertical Cross Section.
No. 9 Hanger and No. 10 Track Vertical Cross Section.
No. 10 Hanger and No. 10 Track Vertical Cross Section.
Nos. 8 and 13 Hanger and Track Vertical Cross Section.
No. 12 Hanger and Track Vertical Cross Section.
Nos. 19 and 16 Hanger and No. 19 Track Vertical Cross
 B-309
 B-314
B-315
B-316
B-317
B-318
                     Section.
                 No. 22 Hanger and No. 19 Track Vertical Cross Section.
B-319
                 No. 23 Hanger and No. 23 Track Vertical Cross Section. No. 132 Hanger and No. 132 Track Vertical Cross Section. No. 122 Hanger and No. 122 Track Vertical Cross Section. No. 221 Hanger and No. 221 Track Vertical Cross Section.
B-320
B-321
 B-322
 B-323
C-301
C-304
C-305
                 No. 155-2 Hanger
                 No. 135-1 Hanger.
                 No. 135-2 Hanger.
No. 28½B Hanger.
C-305
C-312
C-313
C-314
C-315
C-318
C-319
C-326
                 No. 29½B Hanger.
                No. 150½B Hanger.
No. 150½B Hanger.
No. 123½B Hanger.
No. 155½B-No. 2 Hanger.
No. 155½B-No. 1 Hanger.
135-0 Hanger.
No. 135-01 Hanger.
                 No. 28-No. 2 Hanger.
C-334
                Nos. 251, 252 and 253 Parallel Dr. Hdwe. using No. 33 Track. No. 335 Hanger.
C-335
C-339
C-340
                No. 256 Parallel Door Hdwe. using Round Track.
S-444 No. 2 Flush Door Hanger.
Auditorium Hangers, Folding Door Details.
C-341
C-346
C-347
C-348
                 No. 137-0 Hangers.
                No. 137-1 Hangers.
C-349
                No. 137-2 Hangers.
```

C-359 C-360 No. 121 Hanger. No. 25 Hanger. No. 137-3 Hanger.
No. 642-5 Hanger.
No. 235, No. 4 and No. 2 Hanger.
No. 235, No. 1 and No. 3 Hanger.
No. 326 Hanger.
No. 202 Adjustable Fire Door Hanger for 3/8x31/2" Flat Bar C-363 C-370 C-374 C-375 C-378 C-380 Track. C-384 D-233 No. Z-114 Hanger. No. 102 Fire Door Fix. Assembly and Dir. for mounting. D-234 No. 207 Double Shutter Fixtures. No. 201 Fire Door Fix. Assembly and Dir. for Mounting.
No. 303 Fire Door Fix. Assembly and Dir. for Mounting.
No. 304 Fire Door Fix. Assembly and Dir. for Mounting.
No. 203 Fire Door Fix. Assembly and Dir. for Mounting.
No. 201 Fire Door Fix. with Boston Guide for Assembly, and D-236 D-237 D-238 D-239 D-241 directions for mounting. No. 204 Fire Door Fix. Assembly and Dir. for Mounting. D-243 No. 649 Fire Door Fix. Assembly and Dir. for Mounting.
No. 655 Fire Door Fix. Cincinnati Round Track Style.
sembly and Dir. for Mounting.
No. 645 Fire Door Fix. Assembly and Dir. for Mounting.
No. 306 Fire Door Fix. Assembly and Dir. for Mounting.
No. 842 Fire Door Fix. Assembly and Dir. for Mounting.
No. 645 Fire Door Fix. Assembly and Dir. for Mounting. D-244 D-247 D-248 D-252 D-256 D-257 No. 646 Fire Door Fix. with No. 542 Hanger. Assembly and Dir. for Mounting.

No. 646 Fire Door Fix. Assembly and Dir. for Mounting.

No. 201 Fire Door Fix. Philadelphia style. Dir. for Mounting.

No. 206 Fire Door Fix. Assembly and Dir. for Mounting.

No. 208 Fire Door Fix. Assembly and Dir. for Mounting. D-258 D-259 D-263 D-274 D-280 No. 406 Fire Door Fix. Assembly and Dir. for Mounting. E-138 No. 518 Parallel Door Bolt. No. 154 Stay Roller. No. 519 Door Bolt. E-153 E-154 E-180 E-288 E-191 E-194 No. 519 Door Bolt.
All styles of rubber tires for ladder wheels.
No. 725 Bar Lock.
No. 525 Lock.
No. 517 Top and Bottom Bolt.
No. 235 Hangers and Corner Door with adjoining corner of Building.
No. 235 Hangers and Corner Door with door in center of Building not directly adjacent to corner of Building. F-100 F-101 Building, not directly adjacent to corner of Building. No. 277 Telephone Booth Fixtures. S-443 Flush Door Fixtures. S-444 No. 1 Flush Door Fixtures. F-152 F-155 F-157 F-240 No. 728-1 Ideal Ball-Bearing, 2-speed Elevator Fixture. No. 727-1 Ideal Ball-Bearing Elevator Door Fixtures. F-253 No. 526, No. 626 Invincible Elevator Door Hixtures.
No. 526, No. 626 Invincible Elevator Door Hangers with Z-54 or Z-56 Brackets No. 528 Track.
No. 526 Hangers with No. 1 and No. 3 Brackets.
No. 730 Ideal Elevator Door Fix. for doors in pairs.
No. 728 Ideal Elevator Door Fix. with double swinging out device. F-254 F-258 F-296 F-300 No. 723 Ideal Elevator Door Fix. with swing-out device. F-302 F-303 No. 724 Invincible Elevator Door Fix. with swing-out device. F-308 No. 126 Elevator Door Hangers with No. 301/2 Track Brackets. No. 728 Ideal 2-speed Elevator Door Fix. with safety lock. No. 436 Garage Door Fixtures.

No. 33 Par. Track with No. 20 Brackets, No. 150½B Hangers and No. 736 weather-strip as used for garages.

No. 232 Par. Track with No. 41 Brackets, No. 29½B Hangers F-311 F-312 F-345 F-355 and No. 736 weather-strip as used for garages. Table for spacing No. 645 Track Brackets.

I-113 I-168

Plot for clearance curves, using No. 235 Corner Door Hangers. Sample display boards mounted on No. 030 Hangers.

Advertising

EVERYBODY'S doing it.

The man who boasts that he doesn't advertise is busy advertising himself when he boasts.

Immediately afterward he feels

sold.

Which proves that his adver-

tising paid.

Some men advertise on barns and others in newspapers, which are more stable.

If a barn burns down all the advertising is gone, but you can't burn up a whole issue of a newspaper after it has been distributed.

Some people lie in advertising and some advertise (their own crookedness)

by lying.

The advertising of the crooked man pays the honest dealers a little, but if all were honest there would be eventually more trade for all.

Some people reason by label, and when they find an advertiser is a liar they say all advertisers are liars.

So, advertisers, if you know an advertiser who lies, hunt him up and reason with him by means of an elm club.

It doesn't pay to keep an ad standing too long without change. Sampson pied a couple of columns that had been standing a long time, and brought down the house by so doing.

The man who keeps a card "Christ-mas candies" standing in his home paper from Dec. 1 to June 11 will tell you confidentially that advertising does not pay.

Hadn't he tried it? He hadn't sold a stitch of Christmas candy since Jan-

uary 15th.

At Last

News Item—English Society Women Take Up Poker.

Editor's Note—London Bridge is falling down.

Never Again

"Are you the same man who ate my mince pie last week?"

"No. mum. I'll never be th' same man again!"

Untimely

Cohen (entering delicatessen store)—"Gif me some of that salmon."

Prop.—"That's not salmon, that's ham." "Vell, who asked you what it was?"

Not Guessing

Excitable Party (at telephone)—"Hello, who is this? Who is this, I say?"

Man at Other Énd—"Haven't got time to guess riddles. Tell me vourself who you are."

Timely Aid

The Chaperon—"Young man, you have your arm

around that young ladies' waist."

The Young Man—"Thanks! I've been trying to find the spot all evening, but with these new gowns a fellow hardly knows where he's at."

Explained

Mistress—"Are you married?"
Applicant—"No'm. I bumped into a door!"

Contrariwise

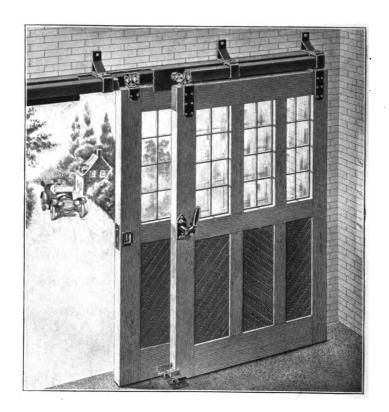
Mrs. Beat-"Tell the gentleman I'm not receiving today, Nora."

New Maid—"But he ain't deliverin', mum, he's collectin'!"

M. D.'s First Wish

"What is your greatest wish, Doctor, now that

you have successfully passed for your degree?"
Young Doctor—To put 'Dr.' before my own name, and 'Dr.' after the names of other people."



Parallel Doors

Some garage owners demand—parallel doors.

For such occasions we submit the above, full equipment, storm proof.

No. 29½B R-W No-fault Hangers.

No. 259 R-W Parallel Track, with weather strip.

No. 525 R-W Faultless Lock—for locking to jamb.

No. 516 R-W Parallel Garage Door Bolt.

No. 172 R-W Adjustable Parallel Door Floor Guide.





Blue prints and detailed data on request.



PROSPERITY

Present ideal conditions in American agriculture, the real foundation for great business activity and the certain demand for American products at handsome prices clearly indicates the early beginning of an era of great prosperity for those who prepare to avail themselves of the opportunities which will soon present themselves. We court for our patrons a spirit of extreme optimism, in which we join heartily.

RICHARDS-WILCOX MFG. CO.

W. R. Sitch

President and General Manager

"Elastic" Dollars Lose Their Leverage

It must also have strength. When a buyer tries to stretch the buying qualities of his money, he is using an elastic lever that cannot lift the value he desires.

If a gardener wants to pry loose a stone, he does not take the garden hose for a lever. He gets a crow bar. If a buyer wishes to purchase merit, he cannot get it by exchanging too few dollars for it—no matter what fictitious value he has attached to that money. He may think that every fifty cents he has earned is worth a dollar the other fellow earns.

He forgets that land capable of growing twenty bushels of wheat to the acre is not likely to grow sixty bushels. A ten horse-power engine is not going to do forty horse-power work.

Price is not an arbitrary thing. It is based on laws as definite as the growing of the grain or the mechanical capacity of the engine.

Buying power of money is not the ability to stretch the length or strength of dollars by imagination or hope. It lies on having enough dollars to get the leverage.

The financial lever is not used to raise weight, but to lift worth. It is a nicely balanced scale, where the merit on one side must be evened up by the dollars on the other side.

Quality represents better materials, better workmanship, better design, more usefulness and durability—and every one of these has cost money, and therefore must be bought with money.

Dollars that go for inefficiency never get in their full leverage. They were too short, and wasted their purchasing power. A few dollars added to that lever of purchase would have lifted the value. Nothing is "good enough" unless it meets every need. Great buildings do not rest on foundations of small stones. Trains do not speed over cast-iron rails. Athletes cannot train on poor food.

Compensation is a law of business—a law of life. Something-for-nothing, and much-for-little are terms built up on words—not on fact. Makeshifts cost the most, because they give the least value in use, and need replacing frequently.



FOR NOVEMBER

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers .	Branches
W. H. Fitch	85 Walker Street New York City 15 East Lake Street

D. M. KAGAY, Editor

The Advantages to Your Clients in Using R-W House Door Hangers

An architect, a contractor, every man in business must satisfy his clients in the service or products he sells, to succeed, in his clients' and his own opinion.

And as so much depends on the quality of the product specified or used in completing the job and the pleasure and convenience the arrangements you have recommended give your clients any suggestions will, no doubt, be carefully considered.

Convenience and Labor Saving for the House-wife

In cleaning prevent dust passing from room to room.

Easier to open than folding doors-no sag.

For closets and other small rooms.

Do not darken halls or closets when open.

Do not "kick" up rugs, as will swinging doors, causing unnecessary work.

Economy

Save space, as they require no space in room to open.

Prevents damage to floors and furniture caused by swinging doors.

Save fuel, avoiding necessity of heating unused rooms.

No door bumpers or knobs to punch holes in wall paper or plaster.

Hanging doors maintain shape better than hinged doors.

No door holders or props necessary to hold doors open.

Can be adjusted without saw, plane or services of a carpenter.

Should warrant asking higher rent.

Decorative

Make a more artistic arrangement of furniture possible by allowing more space.

Make the use of decorative glass in doors possible as there is very little danger of glass being broken.

When doors are open—all advantages of a cased opening; when closed, of sound and dust-proof partition.

When installed in hall or at foot of stair landing give the open stair-case in summer and prevent cold drafts in winter.

Unsightly door-checks not needed.

Fittings are invisible, and do not mar decorative blend.

Will not mar the two-color decorative scheme of adjoining rooms by doors swinging into room.

Will not interfere with draperies, as will swinging or folding doors, allowing use of two sets of draperies.

Disappearing doors, out of the way and out of sight when open.

Makes the interior arrangement more pleasing and look larger.

Privacy

Give privacy in the dining room for preparation of meal, clearing table and in case of meals at odd hours.

For reading, business or pleasure without disturbance.

Noiseless in operation.

No slamming or banging in wind, in case of sleeping children.

In case of sickness, shut out noise and give the privacy so necessary to the patient.

Safety—Fire and Accident

Door cannot be suddenly swung open into face of person approaching from opposite side.

Fire retardant, by shutting off draft.

Avoids accident from walking into open swinging door in the dark.

Will not swing shut suddenly, pinching children's fingers, probably crippling them for life.

Curtains may blow into light flame, and cause fire from draft of accidentally opened swinging door.

Necessary Reasons

Cannot be closed by wind or draft.

Stay open or closed just as they are placed.

Give more room with less servants.

Not too loose in dry weather or too large in wet weather.

The primary purpose of a door is to close an opening. The sliding door answers this purpose and gives many advantages and none of the disadvantages found in the swinging door method.

Ordinarily, sliding doors in the home are thought to be confined to large openings. It is true they are more generally so used, but the many places where doors can be sliding doors have been sought by the manufacturer, until it is possible to arrange for hanging doors in almost every case.

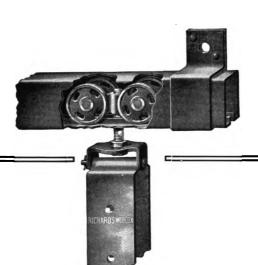
In the R-W Line will be found a hanger to suit every possible requirement. In some cases the sliding door is the only way, as the doorway is in such a position that a swinging door would be continually in the way.

Progress is made up of individual steps, and each one must shape his course so that each step is an advance toward the goal. The first step in the use of house door hangers may be a short one, but as this building feature is gone into more and more, the many possibilities of saving room and building expense by installing sliding doors will become of great importance to you.

The hill, topped by success, has few foot-holds and many rough, steep spots to overcome. But, after a certain point progress is made in great strides, and it is actual experience which has made this possible.

But why not profit by the experience of others, where it can be had for the asking.

The R-W organization will help you, with hangers, experience and suggestive advice.



Facts— Not Claims

Why not sell the best barn door hanger. Easier to sell—satisfies better.

No. 821

RED JACKET

Trolley Barn Door Hanger

Combines all desirable points, lateral—vertical adjustment, swing-out feature and reasonable price.

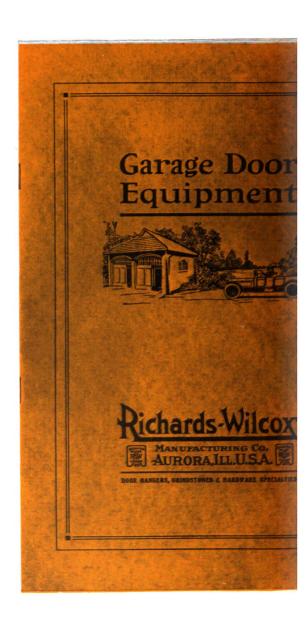
Are you interested?

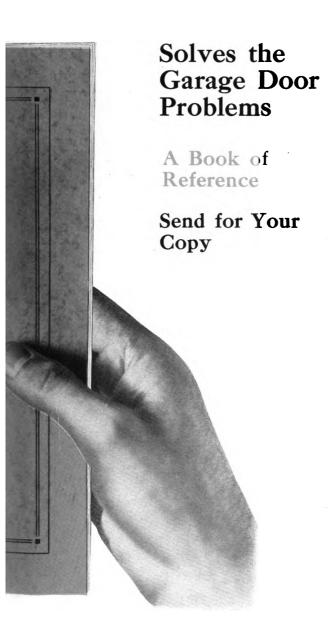
Richards-Wilcox

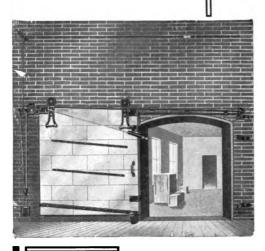


MANUFACTURING CO. AURORA, ILL. U.S.A.









No. 645 R-W Fire Door Fixtures

Tubular Track

Question!

RE you selling Fire Door hardware? Do you know there is a growing demand for fire doors in factories, heating plants of schools, churches, in theaters?

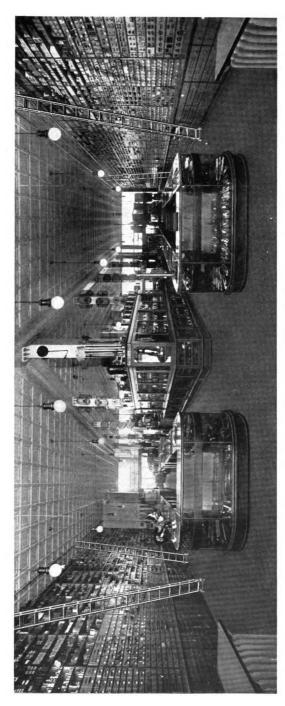
That insurance rates are so effected that their installation is an investment, not an expense?

That you can increase and extend your trade by pushing them?

How?

Write us.





THE MOHR HARDWARE COMPANY, SEATTLE, WASHINGTON

The Henry Mohr Hardware Company

HAT the United States is full of great possibilities has often been illustrated by the residue of the possibilities has poverty to affluence within a short term of years. Many examples come from the financiers. The hardware trade, how-

ever, is not without its quota.

In 1882 a young German, aged 22, decided to come to America, of which he had heard so much. In October of that year, Henry Mohr arrived at Stillwater, Minn., with \$35.00 in his pocket. He started on a farm at \$2.00 per week, after which he went to work as a carpenter, having served as an apprentice on the other side.

After a three months' course at a business college in St. Paul, he went to work for a contracting firm as foreman, and later went into the grocery business with two partners. Shortly afterward he bought them out, and found he had \$1,600.00 more liabilities than assets, but within two years sold out, cleared up all debts, took a trip back home, and in the summer

of 1889 finally stopped at Tacoma.

Some fifteen months afterward, in a room 30 x 20 feet, he started in the hardware business, having \$500.00 in cash, bought enough goods to make a window display. He soon needed more goods, got them and established credit at a bank. Nerve and energy was now the largest part of his make-up and also his chief assets. The first stock order was purchased from the John Pritzlaff Hardware Co. of Milwaukee. Mr. Mohr gives to that concern much of the credit for the success which he has attained.

Larger quarters were necessary, and in September of 1891 a new location was taken. Theodore Miller, the present Vice-President of the company, went to work for Mr. Mohr. The new quarters were elaborately fitted up, as compared with the previous location. Mail orders were forwarded each week to the Pritzlaff Company, and arrangements were made with the local bank to advance money with which to discount bills. Obligations were always met on the day they fell due, and the next day, perhaps, the concern borrowed more. There was no mere luck in this steady increase in business. It was energy. hard work, long hours and economy that won.

In the memorable 1893, when the panic came and times were hard, several big hardware houses failed in Tacoma, Seattle, Olympia and Port Townsend. The stocks of all were optioned by Mr. Mohr at from 20 to 50 cents on the dollar, but he had no money to purchase. The bank, having confidence in Mr. Mohr's ability, furnished the necessary funds to carry the deals through. This period covered the years 1893 to 1896.

In 1902 the quarters were becoming uncomfortably crowded, and a three-story building was rented, some fifty feet north of the old location. The business was now incorporated as the

Henry Mohr Hardware Company.

Several of the clerks have been made stockholders. Those who had been in the employ of the concern for more than five years had stock issued to them according to the number of years of employment. The profits of this stock each year was applied on payment until it was all paid for. This policy has proved a wise one, for it has resulted in a strong organization, and is a sure winner. In addition to making them stockholders, President Mohr has at times advanced money to some of the employes so that they could build a home, and they paid the loan off by monthly installments.

Each year after the inventory is completed, all employes, from the delivery boy to the highest official are invited to Mr. Mohr's home, and a special point is made of the fact that the entire dinner is prepared by Mrs. Mohr, a feature that is highly appreciated by the boys. When dinner is over, a talk is given by Mr. Mohr, discussing the business of the past year and dwelling on the weak points that have been brought to the surface, and plans laid to remedy same. Particular attention is given to suggestions how to work off odds and ends of dead stock, soiled and rusty goods, how to keep the store and goods clean, and to give the customers a square deal, catering to their wishes so that they will return.

High grade goods of standard lines, which are known all over the country are carried, the concern having trade in every state. Up to the present time the business has been principally retail, but for five years past a mail order jobbing business has been gradually growing. From now on more attention will be given the wholesale end.

The slogan all along has been: "Mohr has it."

The concern is now located in a new six-story building, 50 x 100 feet, facing two streets. It is of heavy mill construction and one of the best on the Pacific Coast. It has a carrying capacity of 400 lbs. to the square foot, and a floor space of 30,000 square feet. The Commerce Street floor is of concrete, 50,100 feet, with a 17-foot ceiling, which can be double-decked when necessary. Heavy goods are carried here, such as nails, bolts and sash weights. It is also used for shipping and receiving goods. The second story fronts on the other street, is 50 x 100 and also has a 17-foot ceiling. Here are located the office and retail business. The store is well arranged, as will be seen by reference to the illustration. The third, fourth, fifth and sixth floors all have 9-foot ceilings. The third floor is fitted with shelving and is used for surplus shelf hardware, tools, fencing, poultry netting and kitchen goods. The fourth floor is devoted to steel goods, shovels, building and roofing paper and also to surplus hardware. The fifth floor has wheelbarrows, trucks, scales and step-ladders, and the sixth floor has wringers, lawn mowers, boys' wagons, stove pipe and elbows.

In August of 1910, Mr. Mohr started the construction of the building. It is composed entirely of Tacoma products, and was erected by local labor. Seven months later he began the task of designing and detailing the shelving, drawers, show

cases and floor cases. For three long months he did nothing else. Nothing in store designs was copied, being all Mr. Mohr's original ideas. The shelving and drawers alone contain over 40,000 square feet of home grown lumber. Every piece of fixtures and shelving was built in Tacoma and of home grown products. Even the elevator in the building was constructed by Tacoma mechanics, and is a fine piece of work.

The shelving is 24 inches deep above the base and 42 inches below base; it contains over 5,000 drawers. The stock is so arranged that one drawer, with a sample on the outside, will hold every size of the article. For example, chisels: A drawer 38 inches long by twenty-four inches deep and four inches high is divided into twelve compartments. Each one will hold at least a half-dozen of a size. If a customer wants to buy a chisel and does not know the size, the chisel drawer is pulled out, and before him is every size, making selection easy.

R-W products are handled, and help hold the trade.

"Short Cuts" From the Boss

Mind your own business and in time you'll have a business of your own to mind.

Dishonesty is never an accident. Good men, like good women, can see temptation when they meet it.

Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.

You owe so much to yourself you can't afford to owe anybody else. Keep out of debt or keep out of my place of business.

Give me more than I expect, and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.

Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks from decayed apples.

Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my money.

Don't do anything here that hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.

It's none of my business what you do at night, after work hours. But if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.—Earle William Gage.

Mistakes are costly, but those making them do not pay for them.

Even So

"All women are rivals when it comes to clothes."

"Yes, each one tries to outstrip the other!"

The Ouestion

The Frenchman did not like the look of the barking dog barring his way.

"It's all right," said the host, "don't you know the proverb,

'Barking dogs never bite?'"

"Ah, yes," said the Frenchman, "I know ze proverbe, you know ze proverbe; but ze dog-does he know ze proverbe?"

Wifev Scores

"Why do you feed every tramp who comes along? They never do any work for you."

"No," said his wife, "but it is quite a satisfaction to me to see a man eat a meal without finding fault with the cooking."

Expectancy

Old Man—"What are you fishing for, sonny?"

Sonny—"Snigs."

Old Man—"What are snigs?"

Sonny—"I don't know; I ain't never caught any yet."

The Morning After

Visitor-"Are the ladies in?"

Butler-"Yes sir; they are all in."

Visitor—"Oh, I beg your pardon! I'll call again when they are feeling better."

The Hits You Made Yesterday Don't Win Today's Game

Gladys—"Jack really has a soft spot in his heart for me."

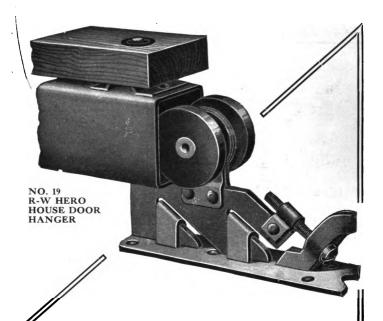
Muriel—"How do you know?"
Gladys—"He says he is always thinking of me."

Muriel—"Why a man doesn't think with his heart. soft spot must be in his head."

Tommy arrived home one day with a nice new golf ball. "Look at the lost ball I found on the links, pa," he said.

"But are you sure, Tommy," asked his father, "that it was a lost ball?"

"Oh, yes," said the boy, "I saw the man and his caddie looking for it."



Tomorrow's Opinion

Your future clients grow from the satisfaction planted with your past ones—on their tomorrow's opinion.

R-W House Door Hangers

can play an important part in your work because whatever the need, you will find a hanger to suit.

> Blue Prints and Detailed Data on Request









DECEMBER

Conquering an Excuse

OME men like to argue, because they believe it denotes a certain forcefulness of character—education—knowledge—or aggressiveness.

Most arguments are excuses. Common sense often disproves what logic seeks to prove.

Postponement is the commonest of all excuses in purchasing what is needed. A desire to delay will prompt a prospective buyer to bring in all manner of arguments—when what he seeks is escape from his own needs.

Unless he sees that what he is urged to purchase is more desirable to him than his dollars, he will continue to postpone.

He must want the article or the service beyond his money.

The last car home rarely leaves without carrying the tardiest of the travelers. So long as he knows he can afford to miss the earlier cars, he will delay up to the moment of the final chance.

As a purchaser he may reason that the goods will be on sale tomorrow and months hence. Therefore, why should he hurry?

His reason for buying now is not that the goods will not be sold to him, or because the price will advance, but because by doing without what he needs is costing him money.

This money may be computed through some equivalent, such as time, convenience, expedition, value of results, etc.

If his purchase will bring him profit in use or in any other direction, then he is the loser if he delays.

No man can really afford to postpone what will benefit him through doing now—and any excuse that makes him the loser, is a poor excuse—worse than needless.

Excuses do not deliver services. They do not make money. They cannot add to or take from the actual worth of the goods offered. They are words—words—WORDS.

Don't let a "needy" man hang his doors on "excuses," conquer his excuse with R-W Door Hangers.



- FOR DECEMBER

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches					
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Mitton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent The Richards-Wilcox Canadian Company, Ltd.	85 Walker Street New York City 15 East Lake Street					

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D. M. KAGAY, Editor

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The Adaptability of No. 649 Horizontal Fire and Warehouse Door Fixtures

HIS door can be used in openings of all kinds, but is especially adapted for use where ceilings prevent the use of a vertical door, and where openings or obstructions at the side prohibit use of the ordinary sliding door. When used as a Fire Door, is equipped with our automatic closing device. Easy to operate, and when open, is entirely out of the way.

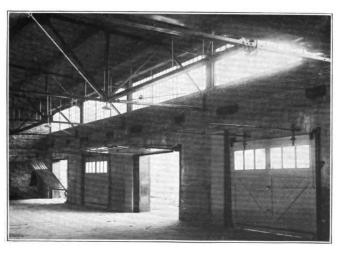


Fig. No. 1 illustrates fire door with automatic closing device, hanger rods set in concrete ceiling, single set of simple counterbalance weights, which should always be enclosed in a wood or metal weight box. In case of fire heat fuses link, releasing the trip weights, which in turn releases the drop-off weight from the bottom of the main weight.

Fig. No. 2 illustrates the opposite side of wall, showing the latches. The door is secured to the wall at six points, four latches and two bottom hangers. The four latches are operated by the center handle, from either side of the door.

Clearances required at sides of door shown in illustration, above top of opening, see Table No. 1. These also apply to warehouse doors of equal weight per square foot.

If simple counterbalance weights require too much headroom, they may be compounded, as shown in Figs. 3 and 4, but require more side space as indicated.

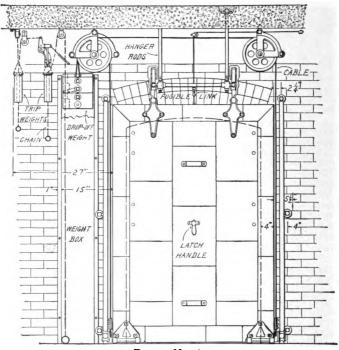


FIGURE No. 1

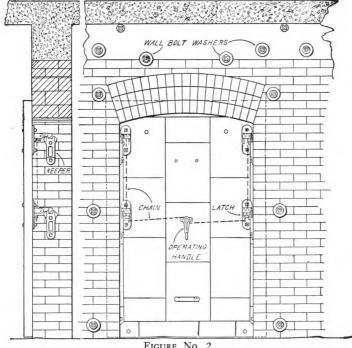


FIGURE No. 2

	5	SPACE REQUI	RED ABOVE (OPENING FOR	FIRE DOOR	s .	
Size of Opening Feet		3. 1 unterweight		3. 3 ound Weight	FIG. 4 Double Compound Weight		
		3 Ply Door Inches	2 Ply Door Inches	3 Ply Door Inches	2 Ply Door Inches	3 Ply Door Inches	
4x7	25	30	19½	19 1	19 1	19 1	
5x7	28 1	34	19½	19 1	191	19 1	
6x7	31	37	19 1	22	191	19 1	
7x7	33 1	40½	19 1	29	19 1	19 1	
8x7	351	44	20½	35	191	19 1	
9x7	38 1	47	26	42	19 1	19 1	
10x7	41	50½	31	49	191	191	
4x8	28	33	19½	19 1	19 1	19 1	
5x8	30 1	36 1	191	19 1	19 1	191	
6x8	331	401	191	22	19 1	19 1	
7x8	36 ½	44	19½	29	19 1	19 1	
8x8	39	47½	21	37	19 1	19½	
9x8	42	51½	26½	441	19½	19 1	
10x8	45	55	32½	5 2	191	19 1	
4x9	29	35	19 1	19 1	191	191	
5x9	32	39	19½	19 1	19 1	19 1	
6x9	35½	43 1	19½	21½	19 ½	19 1	
7 x 9	38½	47½	191	30	19½	. 19₺	
8x9	42	52	20₺	38 1	191	19 1	
9 x9	45	56	27	47	19 1	19 1	
10x9	48½	60 1	34	55½	19 1	19 1	
4×10	30½	37	19 1	19 1	19 1	19 1	
5x10	34 1	411	19 1	19½	19 1	19]	
6x10	38	46	19 ½	22	19½	19½	
7x10	411	51	19½	31 1	19 1	19 ½	
8x10	45	56	20½	41	19 1	19 1	
9x10	48½	60 1	28	50½	19½	19 1	
10x10	52 1	65	36	60	19 1	19 1	

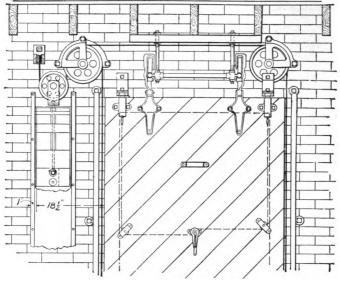


FIGURE No. 3

Weight of Door								Space Required Above Opening for Warehouse Doors					
100 lbs.					•			_					20 inches
200 lbs.													26 inches
300 lbs.													32 inches
400 lbs.													37½ inches
500 lbs.													43½ inches
600 lbs.													49 inches
700 lbs.													55 inches
800 lbs.													61 inches
900 lbs.											·		661 inches
1000 lbs.													72 inches

TABLE No. 2

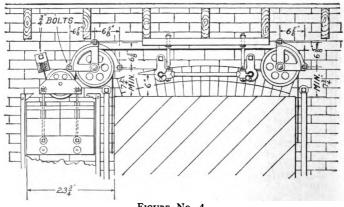
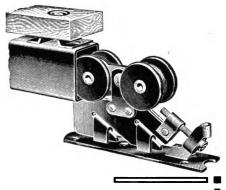


FIGURE No. 4

No. 16 R-W Twin House Door Hanger



Don't

"think" value —get it

YOU can't always tell value—but you can judge the quality is there by the reputation of the manufacturer.

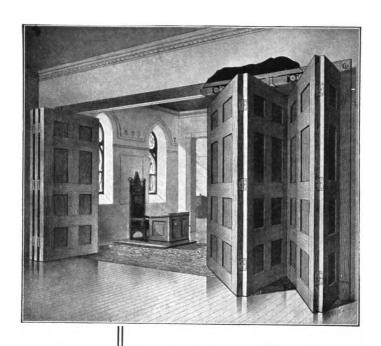
And if it is there your customers will find it—and remember.

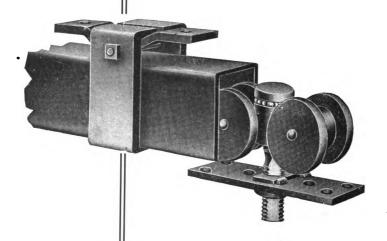
R-W Parlor Door Hangers

are conscientiously built to give your customers—and ours—that value they have a right to expect.

For every class of home there is "A Hanger for Any Door that Slides."







Richards-Wilcox

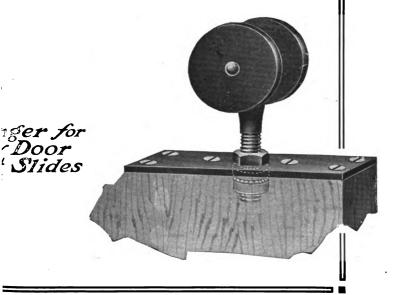


In the right cause

Then spending the peoples' money en greater care should be exersed than when spending one's wn money. In schools and turches floor space is of great the. Making floor space do buble duty is the work of

R-W Accordion Door Hangers

hey have met with the approval architects, church and school pards all over the country.





No. 721 R-W Flexajust Barn Door Hanger

When?

THERE is no time like the present—like now—to prepare for the "crop money" spending time.

And there are no better hangers made for sliding barn doors than

Richards-Wilcox Barn Door Hangers

For doors weighing up to 400 pounds our No. 721 Flexajust is a dandy. Has vertical and lateral adjustment. Suitable for doors 1²/₄ to 2 inches thick.

Here is something to get that business.

R EADING about the mammoth stores and merchant princes of the cities might give one the impression that success lurked only there.

But there is many a merchant prince in the small towns whose success has been greater—in his own peace of mind and the esteem of his fellowmen—if not in a financial way.



F. H. RANSLEM & SON, SCRIBNER, NEB.

Fourteen years ago F. H. Ranselm hung out his shingle as a full-fledged hardware dealer in the little town of Scribner, Neb. He has been continuously in business since that time.

Giving value for value received has been one of the secrets of his success. He has just moved into his new building. His establishment occupies the entire building which is 25 feet by 90 feet, two stories.

Elevators add to the convenience of his trade, and the store equipment throughout is of the best. The shelving is excellently arranged, displaying the stock to advantage, and Richards-Wilcox Store Ladders makes every shelf a bottom shelf.

Mr. Ranselm's store is the best equipped in that section of the State of Nebraska.

In the illustration, which gives an excellent view of the store, Mr. Ranselm can be seen at the right in the foreground.

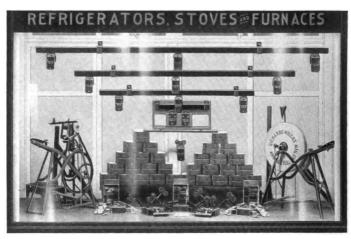
A good stock of Richards-Wilcox hangers, grind-stones, etc., is carried.

OMORROW morning, when you go down to your place of business, take the other side of the street. When opposite your store, stop. Look it over, as a stranger or a prospective customer would.

Is there anything about its appearance which would attract attention, which would tell the observer what you had to sell? Not the broad term "Hardware" on the door, but something which would connect his need with your source of supply, a line you handled with its manufacturer's national advertising.

If there is nothing attractive, suggestive or conducive to arouse interest in your window or sidewalk display, you have found a weak spot in your selling plan.

Your store windows should be a magnet to draw trade into your store—then the sale is up to you and your house salesman.



A STRONG WINDOW DISPLAY
KING-ANDREW HARDWARE Co., ROCKFORD, ILL.

King-Andrew Hardware Co. of Rockford, Illinois, followed this line of thought. The value of their show windows as silent salesmen impressed them strongly. A large number of their customers passed their store every day and every week. While their needs might not immediately require the hardware displayed in the windows, the unique and attractive arrangement of their stock in trade made the desired impression, and when they needed such material, they knew where to get it.

One of their attractive windows was made up of R-W Door Hangers and Track and Grindstones. The R-W Goldenrod cartons, the black enamel finished track, and the rich maroon finished grindstone frames made an attention catching color combination which did the trick.

An evening or two given over to the dressing of your windows will pay—in time saved in making sales and new customers attracted.

Try it.

The many uses to which the basements of churches are put requires a great deal of careful planning as to partition arrangement, so as to make available all the floor space.

Sabbath school classes are held here, and to give the necessary quiet and avoid attention detracting proceedings to the little folks, separate rooms for the classes of various ages are very desirable.

At other times, like Christmas, church sociables and such large church gatherings, the entire floor space is necessary.

Such varied use of the floor space cannot be obtained when solid partitions are installed.

But by installing R-W Accordion Door Hangers and track, almost any arrangement planned can be had.



METHODIST CHURCH, FLORENCE, KAN.

In planning the Methodist church at Florence, Kansas, this was considered, R-W Hardware was used, making the interior arrangement in keeping with the very fine exterior appearance.

\$3.00 For Photographs

of Churches, Barns, Schools, Factories, Garages-private and public-where R-W hardware is used.

Please give Architect's, Contractor's and Owner's names, name of building and short description of construction, etc.

RE your sales plan—your ads.—your campaign, a record of "near successes"? Does your straight business offer get inquiries but not orders? Does it attract only part of the trade you ought to reach? Does it tantalize you with "almost profits"?

The right sales scheme will solve these problems.

A certain dealer jogged along for several years, barely making both ends meet. Then the manager thought of a sales scheme—something new, interesting and different from competition.

The plan cleverly emphasized a series of store demonstrations of quality in several profitable lines. It caught the public fancy and put his business on the up-grade.

Somewhere in your business there is an advantage on which you can base a new advertising-selling appeal. This may take the form of a clever picture or phrase, an inducement, a buying convenience, a guarantee. It may hinge on the ordinary arguments of price and quality, or it may get the attention of new prospect groups, limelight, new uses for your goods, sell half-dozens instead of singles or win the confidence of a suspicious public.

The clever manager avoids sales schemes that occasion loss or eat up the future. The best sales schemes develop from sales needs, and it is by close study of your stock, your territory and your trade that you can come upon the added appeal your business demands.

Shop Worn Goods

A very prominent man recently died, and shortly after a friend of the family called to condole with the widow.

The caller had been a very warm friend of the deceased, and as he was about to depart he asked:

"Did Will leave you much?"

"Oh, yes, indeed," responded the widow, "nearly every night."

Uncle was talking to a single lady who is a property owner and lives next door.

"Expenses keep piling up on me," she complained. "A broken hose cost me \$5.00 last week."

"Served you right!" growled uncle.

"What do you mean by that? My hose was-"

"You don't need to tell me. Your hose was broken and you lost the five. Why in thunder, Madam, don't you put your money in the bank instead of carrying it around that way?"

Couldn't Qualify

Ned-What did Miss Petite say after you kissed her?

Ted—She told me to call on Friday hereafter, because that was amateur's night.

"Mamma," said the little girl, "Sister doesn't tell the truth."
"Why, Ethel," said the mother, "You musn't say such

things."

"Well, last night I heard her say, 'Charlie, if you do that again I'll call mamma,' and he did it twice more and she didn't call."

Trained Horse Wanted

Anne had been buggy-riding with her beau, William, and the horse had run away. When asked by her mother how it happened she replied:

"Well, you see, William thought he had his feet on the lines."

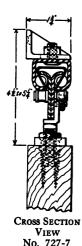
The superintendent of a Sunday School was illustrating for the children the text, "Arise and take the young child and his mother and flee into Egypt."

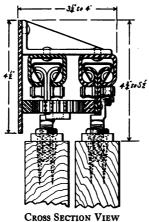
Showing them a large picture, she asked:

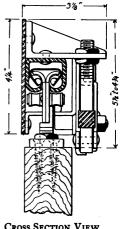
"Now, isn't that splendid? Here is the mother, here is the young child, there's Egypt in the distance."

The children, however, looked disappointed, and finally one little boy piped out:

"Please, teacher, where's the flea?"







No. 728-1

Cross Section View No. 730

Ideal Elevator Door Hangers

Some of

the largest and most prominent buildings have Ideal hung elevator doors.

the countries most prominent architects have seen the advantages to their clients to Ideal hang their elevator doors.

the work on your board calls for elevator door hangers.

Let us tell you why Ideal Elevator Door Hangers should be Specified





FOR ANY DOOR THAT SLIDES'

772107

TOOK RICHARDS.
WILCOX
RORP
TRADE
TRADE
MARK
TRADE
MARK
TRADE
MARK



JANUARY

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The Richards-Wilcox Organization

Most cordially extends to you and those associated with you, heartfelt thanks for your friendship and co-operation given during the year just gone by.

And may the year 1915 to come bring you and yours business progress, happiness and prosperity beyond your fondest expectations.

That your work and our work of the past may bear fruit in the years to come, the most careful attention to design, material and workmanship, which go to make the quality of R-W Products is promised you.

Sincerely

Richards-Wilcox Mfg. Co.



FOR JANUARY

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent	Branches 85 Walker Street New York City 15 East Lake Street Chicago 50 North Sixth Street Philadelphia 132 Pearl Street Boston 1735 Boatmans Bank Building St. Louis					
The Richards-Wilcox Canadian Company, Ltd.		London, Untario				
J. C. M. KAG	AY, Editor	PUBLIC LMWIARY				
Suggesting to	Your	772107 ASTOR, LENOX AND Clients WARFIELD				

Suggesting to rour Q

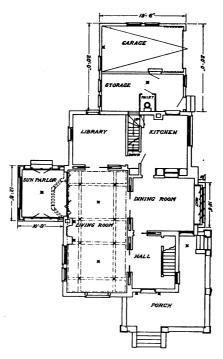
N EVERY town, large and small, there are many jobs for the carpenter and architect which can be had for the asking.

The up-keep expense of a home can be kept at a minimum if the small repairs are given attention when needed. But how many house owners do so,—not very many,—resulting in a steady decline in value of the property, and a large repair bill when it must be done.

Many house owners realize this and would give these things attention, if they did not keep putting off doing so. What they need is for someone to make it their business to look after such jobs, to suggest in a tactful way, what is needed to be done.

So many of these jobs can be done at a much cheaper price than the owner expected, and still at a nice profit for you, that the job is yours for the asking. And these small repair jobs so many times lead to a good fat remodeling job. It is just like landing any sale. The repair job gave you an audience and the opportunity of talking work to your client, and by using your eyes and planning in your clients' interests you can make suitable suggestions which will influence him to remodel.

The cut on this page shows what can be done by this kind of talk.



Almost the entire first floor was rearranged, walls moved, doorways changed, and you will note sliding doors installed. The bay-window was removed and a sun-parlor added. Separating the living-room from the sun-parlor, accordion doors were installed. These sliding and accordion doors made it possible to throw all the rooms into one large room, including the sun-parlor, for parties,

dancing and other large gatherings, and also made separate private rooms possible when desired.

In addition, a garage was built, attached to the house in the rear, making it possible to keep the garage warm from the heating plant in the house.

And while the work is in hand, the upstairs rooms can be looked after.

Closets are the housewife's delight. You cannot put too many large, roomy closets in a house. Many times the partition arrangement would make an extra large closet if the door swinging open did not make its location in that place impossible. But by installing sliding doors these closets can be made possible.

The cupboards in the kitchen can be greatly improved in looks and utility if they are hung on hangers.

The automobile has opened a big field for the architect, contractor and carpenter, because every car owner needs a garage. The public garage can be used by a few who can afford its extra expense, but the greater majority prefer to have their car at home. This means a private garage. Small car size garages are the general thing, and possibly on this size more ingenuity is needed in equipping it with doors than larger sizes.

With the small garage one side of the building must be open, or rather must be doors. Swing doors have proven a failure, because being large and heavy, they will sag and when open are at the mercy of the winds. The only solution of this door problem is sliding doors. As one style of hanger will not meet every problem, the Richards-Wilcox Mfg. Co. have put various different styles and arrangements on the market, having published a book illustrating and describing over twenty-five door plans which will enable you to get many jobs otherwise beyond reach.

Many times the improvements on the property include a barn. Naturally, when a car is bought, it is planned to use the barn as a garage. Not only are sliding doors required here, but the part of the barn which is to be the garage must be fixed up, new flooring, walls, windows put in or moved. By using resourcefulness and suggesting such remodeling, you may increase the job, and at the same time, better please the owner.

In order to get in touch with these jobs, you must go after the business. Advertise in your local papers or by circular letters, or better still, get in touch by a personal canvass.

A personal canvass can be made to pay in other work you can pick up. In many homes there is more or less old furniture which can be made good as new at little expense: medicine cabinets, kitchen cabinets, tables, picture framing, etc., are needed. Such work is profitable and will help.

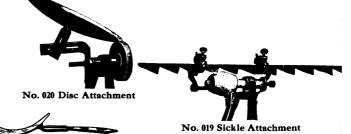
Remember, whenever a job turns up in the carrying out of which the R-W Engineering Service can help you, call on us freely.



FOR carpenters, repair shops, farmers and the home machine shop. Strong, rigid ball-bearing journals. Attains speed of 2000 R. P. M.

Can be furnished with different attachments for sharpening tools requiring special edge.

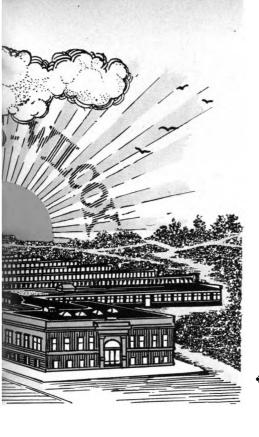
Investigate this grinder because it is a winner.





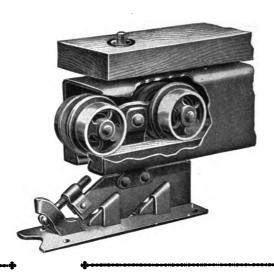
The Sunlight

our history. Every in road of big business, conditional prosperity for years to come ness harder than ever.



of Prosperity

be the most prosperous in dication points towards the tions promise nothing but. So, let us go after busi-



Be Open to Proof

A SATISFIED clientele builds up the good will of your business. No surer proof of satisfaction giving merchandise than use.

No. 221 R-W Advance House Door Hangers

are used in thousands of homes. Ball-bearing, operate noiselessly on woodlined track.

Write for Full Details



STEADY advance from a small retail hardware store to one of the largest wholesale hardware concerns in the middle west, doing a business aggregating more than a million a year, is the story of the evolution of the Brown-Camp Hardware Company of Des Moines during the last half century. In fifty years the local concern has registered a remarkable growth and now takes a leading rank among institutions of its kind.

The Brown-Camp Hardware Company occupies a modern six story building at First street and Court avenue. In this structure are located the headquarters, offices and the various



W. S. Brown President



F. J. CAMP Sec'y and Mgr.

departments directly in touch with the headquarters. In addition to the new building, the company has three large warehouses in which is stored the enormous stock carried by the concern.

A territory consisting of the entire State of Iowa, northern Missouri and southern Minnesota is covered by the Brown-Camp Hardware Company.

The capital stock of the Brown-Camp Hardware Company is \$400,000.



The business of the Brown-Camp Hardware Company originated with Howell & Seeberger, who conducted a retail hardware store at Second street and Court avenue in the early 60's. After several years in the retail business they moved to a location on Fifth street, between Walnut street and Court avenue, where they engaged in the jobbing and manufacturing busi-



B. F. PENNINGTON
Buyer
Builders' Hardware

ness as well. Mr. Seeberger finally took complete charge of the concern under the firm name of the J. D. Seeberger Company, and moved it to the Cole block at Fifth street and Court avenue.

The Brown-Hurley Hardware Company took over the business of the Seeberger company, which at that time had been conducted for a period of thirty years when Mr. Seeberger died in 1901. Upon the purchase of the business from the Seeberger estate, the retail trade was discontinued, making it an exclusive wholesale house.

After the death of Mr. Hurley, seven years ago, the firm name was changed to the Brown-Camp Hardware Company. The present corporation did business at the old stand in the Cole block until the new building was ready for occupancy in May, 1903, a six-story building comprising 88,000 square feet of floor space.

The first floor of the new building is devoted to the offices and shipping rooms of the company. On the second floor are located the packing room and the builders' hardware department. The paint and varnish departments are found on the third floor. The entire fourth floor is given over to the stove department. Tinware and enamel ware departments are on the fifth floor, and woodenware on the sixth floor. In the basement are all the heavy lines, such as nails, barbed wire, tin plate and rope.

One of the features of the personnel of the Brown-Camp Hardware Company is the fact that all heads of the concern



SECTION OF OFFICE

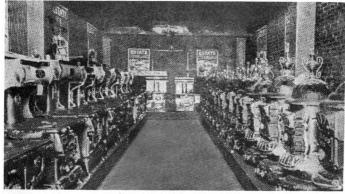
and of the various departments are experienced men. Most of them have been identified with the business of the company for years and have been advanced to their present positions through their own loyal efforts in behalf of the institution.

- W. S. Brown, president of the company, has acted in that capacity since 1901.
- F. J. Camp is secretary and active manager of the company. He was associated with the J. D. Seeberger Company for thirteen years.
- Mr. Camp is one of the most prominent boosters for Des Moines, and always has taken an active part in the work of the Chamber of Commerce. He is chairman of the jobbers' committee of that organization. In that capacity he has been a factor in the success of the trade extension excursions out of Des Moines, and what is still more important, has led the campaign of local business interests which resulted in the great improvement in freight service in and out of Des Moines and in bettering freight handling facilities at the depots.
- W. T. McNerney, assistant secretary, has been identified with the business for the last thirteen years. He was formerly connected with a large jobbing house in Missouri and came to the local concern as a stock man.
- B. F. Pennington, builders' hardware buyer has been with the company for five years. Mr. Pennington has been engaged in the hardware business for twenty-five years, and was formerly actively associated with a jobbing hardware house in Kansas.

All special departments are managed by men of experience.

The company considers its trademark "I. O. A." as a valuable asset. This mark is placed on all articles of special merit and the trade recognize it as standing for high quality and best workmanship.

The Brown-Camp Hardware Company represents several prominent lines, among which is the R-W Line of Door Hangers, Grindstones and Hardware specialties.



A DISPLAY DEPARTMENT

OCATED just west of Toledo, Ohio, is the Toledo-Owens Glass & Sand Co. plant, a large, reinforced concrete building which is reported to be the largest rock and sand producing mill in the United States.

The sand from this mill is used by the Toledo-Owens Bottle & Machine Co., manufacturers of bottles of all kinds.



TOLEDO-OWENS GLASS & SAND Co., TOLEDO, OHIO

The engineers in charge of the work were the DeVore & McGormley Co., Toledo, Ohio, and the general contractors were the H. J. Spicker Co., of Toledo, Ohio.

All of the openings as shown below the cupola are equipped with sliding doors, on the right and opposite sides, also the pair of doors and the single door shown at the end.

To hang these doors required approximately 50 pairs of No. 120 R-W King Hangers and 1000 feet of No. 33 Trolley Track; also 84 No. 56 special stay rollers and 120 heavy binders.

The Stollberg Hardware & Paint Co., of Toledo, Ohio, installed all of this hardware.

Genius is patience and industry.

Nothing upon which much depends is easy.

The real man is discovered in great emergencies.

As a rule wealth weighs heavier than poverty on talent.

Patience lies at the root of all pleasures and all powers.

I know twenty persevering persons and only few patient ones.

Not on Your Life

Bank Teller—This check is all right, but you must be introduced! Can you bring in your husband?

Woman-Who, Jack? Why, if Jack thought you wanted

an introduction to me he'd knock your block off!

One sunshiny day three women in X-ray skirts stood about fifty yards in front of the first tee in Jackson Park, while the other members of the foursome hunted for her lost ball. A nervous old gent, who was next up, walked up to the late Jim McGinnis, the starter. "Can I play through 'em?" he asked. Jim shaded his eyes and took a squint down the course. "I guess you could, all right," said he.

We clip the following for the benefit of those who doubt

the power of the press:

"Owing to the overcrowded condition of our columns, a number of births and deaths are unavoidably postponed this week."

Willie was called in from his play to see his twin sisters. Never having heard of twins, he turned to the nurse and asked "Who is the other one for?"

It's dangerous for a married man to love his neighbor as himself—if she's a charming widow.

In courting a family of girls, notice which one is appealed to most persistently by the small brothers and sisters. She who soothes the injured little ones and deftly binds up crushed fingers will make the best wife and mother.

"Yes, I may say I have an ideal husband."

"An Apollo for looks, a Chesterfield for manners," rhapso-

dized the girl.

"Those things don't count in husbands, my dear. Mine stays fairly sober and brings most of his salary home."

At a marriage service performed some time ago in a little country church in Georgia, when the minister said in a solemn tone: "Wilt thou have this man to be thy wedded husband?" instead of the woman answering for herself, a gruff man's voice answered:

"I will."

The minister looked up very much perplexed, and paused. He repeated the sentence, and again the same gruff voice answered, "I will."

Again the minister looked up surprised, not knowing what to make of it, when one of the groomsmen at the end of the row said:

"She is deaf. I am answering for her."

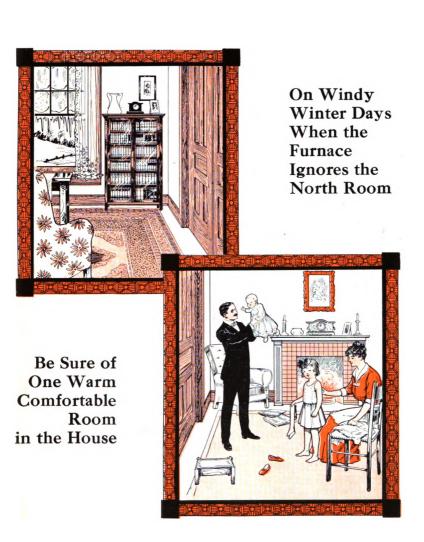


Quality Demands No Cut Price

NOBODY ever escapes paying the price.

Inability to see what is not "in hand" is a sure way to lose money. Sometimes it is necessary to look beyond the pricetag and see from your customers' point of view—remembering that their today's purchase must save them a great many tomorrow's dissatisfaction.





FEBRUARY

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Taking a Personal Interest

HE salesman who cares for the interest of those he serves (his patrons), may accept a certain amount of worry, but he also harvests a great deal of joy. The most fun in business is in liking it—and the salesman who goes mad over his work, is more free from a breakdown than the salesman who gets mad about it.

Personal interest in those served is the same to salesmanship as the Pelton water wheel is to a waterfall. That little turbine wheel gets the energy out of the falling water and distributes it to where it can be used, by means of a dynamo, wires, etc.

Personal interest is the voltage of salesmanship—the creed of faith that makes a salesman feel that he has not done his best until he has done his utmost—has not simply grubbed out an order, but has assisted the man that buys.

Willing salesmanship takes the salesman out of the working class and gives him a profession. It gives him the same feeling of enthusiasm that the scientist has who glories in devoting his life, if even one worthy achievement may be his reward.

The salesman who wants to win for his customers, is going to win for himself. Talent for selling is honest, determined effort, more than inspiration. The salesman who is set on worthy success, day in and day out, is certain to find the enthusiasm keeping step with him.

The more a salesman concentrates on his desire and determination to serve, the more he will win. The mind,—like the body—has only so much capacity. If that capacity is taken up with indifference or doubt, even to a partial extent, there is going to be less room for achievement.

Personal interest is as necessary in salesmanship as use is to money. If business men could not see that invested capital would produce certain results, then the money concerned would have less value.

Personal interest gives employment and direction to those powers of body and mind that can aid salesmanship, and the factory of personal interest is a plant that produces the most. The salesman who wants to serve those to whom he makes sales, and honestly represent his house, finds that his harvest is not "Dead Sea Fruit" but marketable results.

Every man is a gold mine unto himself.



- FOR FERBUARY ·

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches					
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent The Richards-Wilcox Canadian Company, Ltd	85 Walker Street New York City 15 East Lake Street					

D. M. KAGAY, Editor

Ideal Elevator Door Hangers

DEAL Elevator Door Hangers are in use in a great many of the largest buildings in this country.

They have been specified by most of the prominent and nationally known Architects.

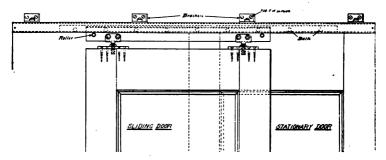
They have stood the test of use and time.

Their construction and design insures to a certainty that smooth, steady motion and easy running qualities so essential to the success of a public elevator system.

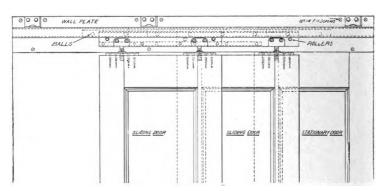
Many of the largest manufacturing firms have found the erection of an adequate and commodious New York headquarters a necessity.

Trade demands prompt handling of orders, which could only be brought about by carrying a large and complete stock.

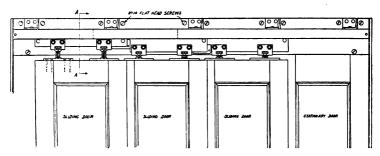
These Fixtures Can Be Furnished for Either Metal or Wood Doors



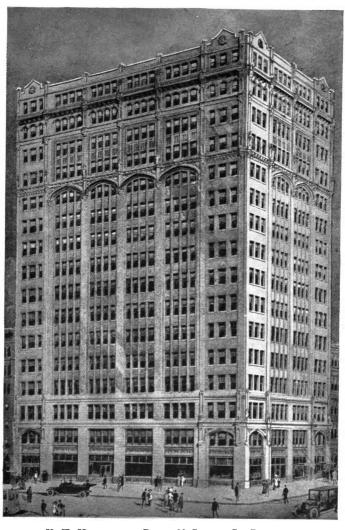
No. 727 R-W IDEAL ELEVATOR DOOR HANGERS. FOR SINGLE DOORS WEIGHING UP TO 300 POUNDS. FIXTURES CAN BE HAD FOR DOORS UP TO 60 INCHES WIDE



No. 728 R-W Ideal Elevator Door Hangers. For Two-Speed Doors Weighing Up to 200 Pounds. Fixtures Can Be Had For Doors Up to 48 Inches Wide



No. 729 R-W Ideal Elevator Door Hangers. For Three-Speed Doors Weighing Up to 200 Pounds. Fixtures Can Be Had For Doors Up to 30 Inches Wide



U. T. Hungerford Brass & Copper Co. Building, 87-95 White St., New York, N. Y., Wm. E. Austin, Architect.

This building, recently erected by the Hungerford firm, is a sixteen-story loft building.

Thirty-two set of No. 727 Ideal Hangers were used to operate the elevator system.

The Hungerford Building is situated at 76-78 LaFayette Street, 42-46 Franklin Street and 87-95 White Street, facing the new Civic Centre. The location is central, accessible and in the heart of commerce and transit.

The building is absolutely fire-proof, and represents a notable achievement in buildings of this type, embodying the last word in up-to-date construction and conveniences.

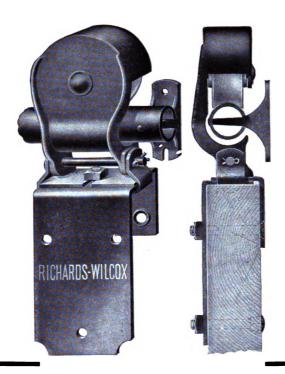
The enormous stock of metal carried in this building aggregates five million pounds of brass and copper in various forms. The storing of this vast stock was brought about by the rapid growth and constantly expanding business.

A six-story building at 83-85 White Street, adjoining the Hungerford Building, was purchased by the Company and completely remodeled to be used as a warehouse for surplus stock.

The Architect was William E. Austin, New York.

Howell, Field & Goddard handled the hardware.

This is one installation of R-W Ideal. A list of other buildings and architects specifying will be sent if desired.



USEFULNESS

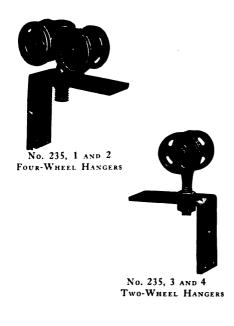
A NY article, to be useful must be of good material, well designed and carefully manufactured.

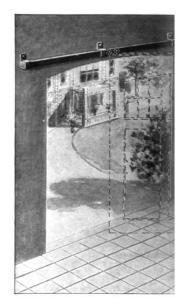
No. 543 R-W Red Runner Barn Door Hanger

Suitable for doors 1\frac{3}{4} to 2 inches thick. Two-piece double apron. Malleable iron hood protecting wheel and bearings from weather. Roller-bearing. Lateral adjustment. Permits door to swing out if desired. Removable hinge pin allows door to be taken down without removing hanger from track. Cannot jump the track or get out of whack. Finished in black with red wheel.









• GET THIS

EVERYWHERE, in every Every garage means a bigarage is planned and must b of the doors is a problem.

R-W Right

This is one of the many s in the R-W Line. Can be shown, or double doors.

With our Garage Door E the business. Write.





No. 235, 5 and 6 Four-Wheel Hangers



No. 235, 11 and 12 Four-Wheel Hangers

BUSINESS

town, garages are being built.

I of hardware sold. When a car size, the proper hanging

Angle Doors

yle door arrangements found used to hang single doors as

juipment catalog you can get



─ FOR ─ THE HOME

HOME is a sacred word—stands for all that man holds worth while. And consequently must be rightly equipped.

No. 221 R-W Advance House Door Hanger

The highest grade hanger made. Perfectly noiseless. Designed for the best class of residences and apartment buildings. Forged steel yoke hardened bearings. Adjustment in hangers and track. Clincher type wood-lined track.





HE construction of a modern dairy barn requires the most careful supervision. Such a barn must be of a size to comfortably house a large number of cattle, must have plenty of light and the ventilation requires even more care than the home.



FRONT VIEW

The health and contentment of the cattle is the object, because it is only such cattle that are profitable.

The barn must be dry, warm, allow plenty of fresh air without drafts. Cattle are afflicted with colds, etc., the same as people.



VIEW FROM THE REAR

The Hoornbeck Barns are model barns of this type. The illustrations show them up very clearly. Note the large number of R-W Hung sliding doors.

This hardware was handled by W. J. Meehan, Elgin, Ill.

In this \$25,000.00 edifice particular care was taken to make it modern and convenient in every detail.

A church is a meeting place. The basement or other parts of the building, aside from the section where services are held, intended for Sunday School purposes and social gatherings, should be so arranged to give full advantage of all the floor space.

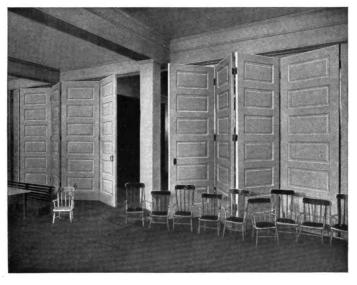


FIRST M. E. CHURCH, FLORENCE, ALA.

The best results in Sunday School work are obtained by dividing the various classes of different ages in separate rooms. This can be done, of course, by built-in partitions, but these make the use of the unobstructed floor for large gatherings impossible.

In this particular building, when it was built several years ago by W. E. Temple, Contractor, the basement was left open, no partitions of any kind being installed. Just recently it was decided to divide this large room into smaller ones, but just how to do so was a problem.

The Acme Lumber & Mfg. Company was consulted. They recommended that folding accordion doors be used. They made the doors, and the work of installing these doors was done by J. W. Gray, Contractor.



INTERIOR VIEW

There accordion door partitions gave such satisfaction that the First Presbyterian Church of Florence also installed similar ones.

No. 135 R-W Accordion Door Hangers were used, and as Mr. A. M. Lewellen, President of the Acme Lumber & Mfg. Co. says, "The arrangement makes the most convenient folding partition that I know of, as well as the cheapest."

HEN you begin to plan your advertising campaign, you encounter several of the most intricate and puzzling problems in the field of selling.

How much money ought you to spend?

Will many small ads. or a few large ones pay best?

What are the most effective mediums to use?

Where are your richest sales districts—whose trade comes easiest, is most permanent and most profitable?

The experience of other advertisers have brought out a few solid principles that will assist you in deciding these chief features. But you will find no one who has exactly the same problems that you have—you will have to blaze your own trail. Study your field, your prospects and your mediums first hand—you can forecast shrewdly what various situations demand.

Get away from haphazard advertising. Get a basis—set up standards by which to observe the progress of your campaigns. Advertising has a definite place in modern business, with a definite function—to arouse demand and put buyers in contact with supply.

It is a definite sales force. Know where your advertising goes and what it does, what results it brings. Check up the expense account of your advertisements as you do your other expenses, and give bigger opportunities to those that get best results.

Misunderstanding Her Meaning

As a hardware clerk stepped forward to wait on her, she trained her guileless blue eyes upon him and said:

"I wish you would give me a sponge bath, please."

The clerk was for a moment nonplussed, but at last managed to say:

"Do you prefer hot or cold water, miss?"

A young Canadian went to London last winter and was making a call upon a very pretty young woman whom he had met there for the first time.

"Do you have reindeer in Canada?" asked the young lady.

"No, darling," he answered. "At this season it always snows."

Sign in a Tremont Street Store—"Empty boxes, suitable for Christmas gifts."

In a Tailor's Shop—"We dye for others, why not let us dye for you?"

In a Clothing Store—"These pants will look better on your legs than on our hands."

"You know, daughter, your fiance annoys us. He gives orders, he wants to command here, and I don't like it."

"Oh, never mind, father. I marry in fifteen days—these are his last caprices."

There was a loud rapping, late at night, on an old gentleman's door.

"Who's there?" he called out.

"A poor man," came the answer.

"What do you want?"

"I want to stay here all night."

"Queer taste, but stay there if you wish," he said.

Representative Hobson was arguing prohibition with a redfaced millionaire at a tea in Washington.

"So-and-So," said the millionaire, naming a noted temperance lecturer, "drinks like a fish."

"Maybe," said Mr. Hobson. "Maybe. And do you drink yourself?"

"That's my business," said the millionaire, angrily.

"Quite so," said Mr. Hobson. "And have you any other business?"



The Cutting Edge

Do you realize the cutting edge on your customers' tools effects your trade?

R-W Berea Grindstones

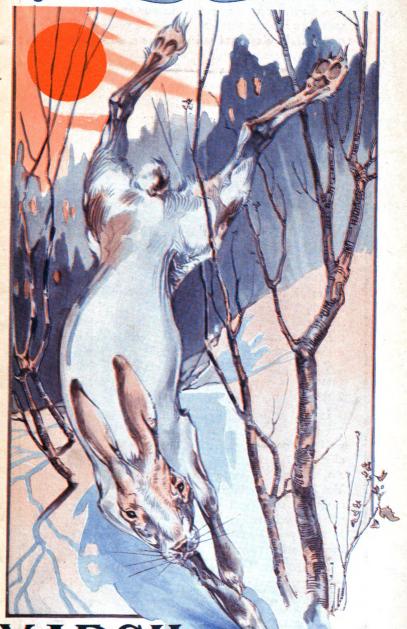
will insure a keen cutting edge.

The R-W Line includes a mounted grindstone of a style to suit every liking.

We'd Like to State Our Proposition







MARCH

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Your Satisfaction

YOUR satisfaction is just as much a part of our assets as money in the bank, equipment in our plant, or raw materials in our store rooms, because you are our partners. Through you only can we succeed. You use and sell what we make. You have as much right to value in our goods as we have to your money. Unless you are satisfied, the mutual idea of our organization suffers—and, of course, we cannot afford to injure ourselves.

Therefore, we must please you.

Success is the goal we are all striving for. We work not for the mere joy of working—but to succeed—to be known as a winner. Your satisfaction, therefore, must be our goal.

Your satisfaction is our self-preservation. The man who accomplishes great deeds is famous; the man who does evil is notorious. Fame in business brings money—but notoriety costs patronage, through loss of confidence. We must be famous in our line, so far as your opinion is concerned; for then we shall be famed in the opinions of others. Your belief in us is measured by what we do for you. The seed and soil, the sunshine and rain, could not produce a harvest without the husbandman to cultivate the growing grain. Uncared for, the grain would become weed-choked and die. Your satisfaction in what we do for you, cultivates other patronage for us. We cannot succeed without figuring on you.

It is as necessary for us to think of your opinion of our goods as it is for a government to look after the welfare of its citizens. Its army, its navy, its post-office, courts, etc., are its reasons for demanding taxes. Anybody who is taxed has a right to be represented. You have a voice in the conduct of our business—your criticisms or suggestions are welcome; and they are valued, for it is through your opinion that we are able to meet your needs best. Your satisfaction is to our business what patriotism is to a country.

Our business is like a railway line; it must have a starting point and a destination. Our plant is the supply-point, and you are the demand-point. The better we make our goods, the more your demand will turn toward us for supply.



FOR MARCH

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by
Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
Lee Mighell Vice-President Milton D. Jones Sec'y & Treas.	85 Walker Street New York City 15 East Lake Street

D. M. KAGAY, Editor

San Francisco and the Panama-Pacific International Exposition

N LOOKNG over the illustrations which we present here showing the City of San Francisco as it stands today, or at least a part of the city as it stands, one can hardly believe that less than ten years ago all the buildings with the exception of one or two that are shown were swept away by fire, involving a loss of three hundred million or more dollars. Perhaps not in the annals of all history has any city suffered such a loss and recovered as quickly as San Francisco.

San Francisco now has a population nearing a half-million people, her bank clearances, and her banking facilities are greater than ever before, and in the matter of hotel accommodations and apartment houses she is second only to New York and Chicago, as there are over two thousand of such buildings for the accommodation of the guests of the Exposition. Visitors who may come to stay a few days or months can do so with the assurance that no extortionate rates will prevail, in fact, it will be possible, if a stay of any length is contemplated, to secure at a reasonable price, apartments furnished in every detail. All that will be needed will be the food from the grocer, or it can be purchased already cooked in almost every square in San Francisco.

There has been much speculation throughout the world as to whether this Exposition will pay or not. It may be said in this connection, that it was built by the enterprising people of San Francisco and the State of California, and opened its gates on February 20th, paid for, and the property of the people who built it, as the United States government gave and was asked for no financial help in its construction.

It seems fitting that the Exposition, which marks the beginning of a new era in commerce, should be held on the shores of the Pacific. California marks the limit of the geographical progress of civilization. For unnumbered centuries the course

of empire has been steadily to the West. On the shores of the Pacific it finds itself still facing West, yet looking to the East.

This Exposition, therefore, marks the beginning of a new era in civilization; the circle is now fully circumscribed; the West has met the East.

In this garden of the earth, at the Panama-Pacific International Exposition, in 1915, man will meet his fellows from the



SAN FRANCISCO

four quarters of the globe. There will be free expression of thought, a comparison of methods and an interchange of ideas such as the world has never known. And this is the greatest purpose of all great expositions. They infallibly broaden the



Tower of Jewels

mental horizon of the individual visitor, and thereby lead to greater social sympathies, to the harmonizing of geographical viewpoints, to better national understandings.

Entirely aside from the practical instruction to be had from the commercial, scientific and educational exhibits, no



one can visit San Francisco and the great Universal Exposition of 1915 and fail to receive in addition, a mental, social and spiritual stimulus.

Among the many beautiful and wonderful buildings of the Exposition, the one shown here is perhaps the premier of them all. It is called the Tower of Jewels. By day, in the bright California sunshine, it sparkles with a hundred thousand jewels, and at night they also shine out under powerful electric rays.

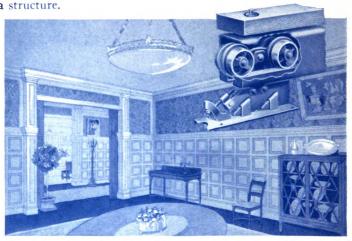
This building rises to 433 feet high, was designed by Carere & Hastings, of New York, and overlooks the South Gardens filled with pansies and roses, now in full bloom. These gardens present an example of lighting great areas not hitherto surpassed in the electrical world.

This view of the Panama-Pacific Exposition takes in only the buildings and grounds built and improved by the City of San Francisco and State of California, and does not include the buildings of the States, foreign governments, concessions and other large areas of interest.

The grounds, as will be noted, face San Francisco Bay and front two miles, covering an area of 635 acres, and will be reached not only by several car lines, but boats from the other side of the Bay, from Berkeley, Oakland and Alemeda will land passengers on the grounds direct. No Exposition ever held had any advantage over this one in the matter of cheap and rapid transportation.

THE Stanford Court Apartments are situated on Nob Hill, San Francisco, on the site of the old home of Leland Stanford, founder of the University of that name.

This fine building overlooks a wide expanse of sea and mountain, and the Golden Gate, and is the last word in this kind of



Mr. L. H. Sly, the owner, has spared no expense in providing for convenience and home-like comforts. It is unnecessary to say that nothing but the best has been used in its construction, and not by any means the least thing was the installation of 165 sets of Richards-Wilcox Manufacturing Co.'s No. 221 R-W Advance Parlor Door Hangers.



These apartments are built around a beautiful court, ninetyone by one hundred and thirty-seven feet in space. This court is filled with trees, flowers and shrubbery, and also contains a beautiful fountain. A motor way surrounds this garden. All rooms that do not look out over the bay or mountains have a pleasant outlook over this beautiful flower garden.

This illustration shows a panelled dining-room in an apartment of Stanford Court, in which will be noted a pair of sliding doors. There are 165 such doors in this building, all hung on No. 221 R-W Advance Parlor Door Hangers.



—and I'll need a lock

WHEN your customer makes this statement, be prepared, tell him there is no better lock made than the

No. 525 R-W Faultless Sliding Door Latch

For sliding doors 13/4 inches thick or thicker. Thirty-three changes of keys. Mortise type. Lock, latch and flush door pulls combined. Operated from either side of door. For single or double doors. Latch piece and trip made of malleable iron. Steel flush cups. Steel keeper plate. Latch is released and door pulled open by same movement.





AURORA.ILL.U.S.A.

A Hanger for Any Door That Slides



No. 279 R-W Vertical Sliding Gable Door Fixtures

R. Sol And Door I Pro

The proper hanging of the large These doors are in a hard place hung to stand the strain and

R-W Gable

No. 279 R-W Vertical Sliding Gable Door Fixtures

This fixture designed to meet the demand for a good, low-priced outfit. Only used with universal sliding door.

The guides operate on a steel track.

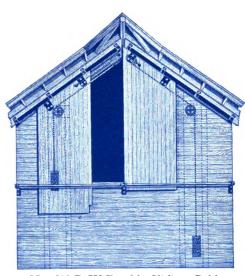
Door is counter-balanced by weights attached to a steel cable which passes over two cable pulleys, located above the door.



Door can be lowered or raised easily, permitting the use of the entire or part of the opening as desired.



ves ther langing blem



No. 278 R-W Double Sliding Gable Door Fixtures

gable doors in a barn is a problem.
to get at, and must be properly
perate right at the right time.

Door Fixtures

No. 278 R-W Double Sliding Gable Door Fixtures

Fixtures designed especially to meet the demand for easy operating gable doors in barn for hay-lofts, etc.

No. 20 R-W Gem Roller-Bearing Trolley Hangers with No. 31 Track.

Track is mounted parallel with the roof, and the hangers are attached in the same manner as on any barn door. Each door is counter-balanced by weights attached to a steel cable, which passes over two cable pulleys located above each door. Doors can be lowered or raised easily, permitting the use of all or part of the opening as desired.

Steel guide holds bottom of doors against building when closed, and also acts as guide and stop when opened.



The shape of the track, the style of the hanger makes it so

> No. 421 R-W Corn-Belt Hanger

Hinged pendant, extra strong and permits door to swing out at bottom if desired. Suitable for doors $1\frac{3}{4}$ to 2 inches thick. Track can be attached to side or ceiling supports.

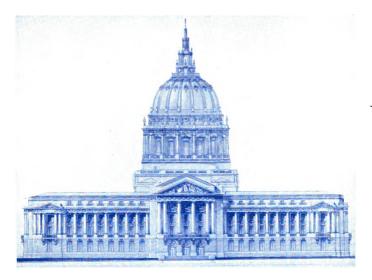
Runs in No. 35 trolley track.

langer





HE gem of Architecture shown in this illustration is the City Hall of San Francisco, now two-thirds complete, as it will appear on completion. This is one of several fine buildings already built or to be erected in the near future on the site of the Civic Center. This center was selected several years ago with regard to all the needs of a large, growing city, and is admirably situated both as to topography and nearness to the center of the interests it serves.



The building was dsigned by and is being erected under the supervision of Messrs. Bakewell & Brown, Architects, 251 Kearny Street, San Francisco.

Commenced in 1913, facing 408 feet on Van Ness avenue, also on Polk and McAllister, it presents a noble and inspiring view. It is built of Raymond, California, granite around a construction of steel frame and will cost three and one-half million It is considered by competent judges as perhaps the most notable building on the Pacific Coast. For the money spent full value will show on completion, nothing but the best material having goine into its construction and equipment.

A large number of the sliding doors are R-W, hung on No.

221 Hangers.

There are two Richards-Wilcox offices on the Coast. San Francisco office is located at 324 Underwood building, the Los Angeles office at 503 Equitable building. Messrs Orville Ewing and L. S. Lewis are in charge of these offices, and are in position to render any service, especially in solving sliding door hanging problems.



LOOKING TOWARDS THE BAY OF SAN FRANCISCO Digitized by Google

A COMBINATION of men experienced in the various lines of business followed by a firm, a division of the work and responsibility among these men, with all toiling and striving to attain a success for the whole, makes an ideal arrangement.

The West Side Hardware Company, of Elgin, Illinois, is such a combination. This firm began business seven years ago. They deal in hardware, heating and plumbing, and the five men composing the company have, collectively, had years of experience in the several branches of the business.



WEST SIDE HARDWARE Co., ELGIN, ILL.

The good-will of any establishment is of vital importance, and can only be built up by the satisfactory handling of all business intrusted to that firm.

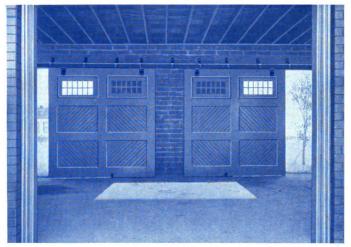
And in this satisfaction the lines handled play an equally important part with the men selling them.

This firm has for years handled Richards-Wilcox door hangers, grindstones and hardware specialties. And as F. C. Nolting of the firm says, "They have aided in increasing our business every year, until now we are badly cramped for room, as the illustration shows."

It's a big satisfaction to know when success has reached others through our efforts—and by the way, "our efforts" are at the service of all.

OT so many years ago the wealthy men of the country kept a nice driving horse and carriage for the pleasure and entertainment of themselves and family. This necessitated a well-built barn to house the outfit.

But now the automobile has replaced the horse and carriage, and the garage the barn.



INTERIOR VIEW SHOWING APPLICATION OF HANGER AND TRACK

The commodious garage illustrated here is owned by Mr. Lafe S. Collins, banker and oil company president, of Knoxville. Iowa.

The garage is very well designed and constructed, being 20 feet by 30 feet, of pressed brick with a tile roof.



EXTERIOR VIEW

It was designed and plans were drawn by Architect Jacobson of Waterloo, Iowa.

The doors were hung on No. 28½ B R-W Ball-bearing Hangers operating on No. 32 track.

ORTY-EIGHT years of success. Surely a record of which one can be justly proud. And when you consider that the firm making this record was established in 1867, away back when the western States were sparsely settled, when the means of transportation were not of the best and very costly, when your needs must be accurately anticipated almost a year ahead, such a record shows very able management.



A. M. HOLTER HARDWARE Co., HELENA, MONT.

The firm is the A. M. Holter Hardware Co.; the officers, A. M. Holter, President; M. B. Holter, Vice-President; Aubrey Holter, Secretary and Treasurer, and G. T. Graham, Manager.

In the early days of the firm, the bulk of the trade was in mining tools and supplies. Today there is still some of this trade, but most of it is in a general way the same as in any farming locality. There is quite a sale of guns and ammunition, owing to the good hunting, elk, deer, bear, mountain lion, mountain sheep and many others of the large variety being found in the vicinity.

Mr. G. T. Graham, Manager, has by his careful study and knowledge of the business and local conditions, increased the trade very rapidly in the last four years. He keeps his eyes open for profitable goods to handle, and this has helped. His firm handles a full line of R-W products because they have found they always hold a customer.

He'd Seen Her

"Gee, I had an awful fright last night." "Yes, I saw you with her."

Mary's Little Calf

Mary had a litle calf. 'Twas clad in silk, you know. And everywhere that Mary went The calf was sure to show.

Honors Even

Hermione-"You are the first man I ever permitted to kiss me."

Herbert—"And you are the first girl I ever kissed. Will vou marry me?"

Hermione-"I wouldn't marry a liar!"

Herbert-"I would."

Wigg—"Why don't you settle down and take a wife?" Wagg—"I don't know whose wife to take."

He—"My dear, you talked in your sleep a long time last night.

She—"What did I talk about?"

He-"Why, it seemed to be mainly abuse of me."

She—"I wasn't asleep."

"What are you cutting out of the paper?"

"A piece about a California man getting a divorce because his wife went through his pockets."

"What are you going to do with it?"

"Put it in my pocket."

Tool Chest Dialogue

"It is 'plane' that I love you," he began. "Is that on the 'level'?" she asked.

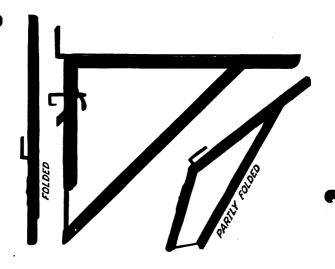
"Haven't I always been on the 'square' with you?" "But you have many 'vises'," she remonstrated. "Not a 'bit' of it," he asserted.

"What made you 'brace' up?" she queried coquettishly.

"The fact that I 'saw' you," he replied with a bow.
"I ought to 'hammer' you for that," she answered saucily.

"Come and sit by me on the 'bench'," he urged.
"Suppose the others should 'file' in?" she murmured. "You shouldn't let your arms 'compass' me."

"I know a preacher who is a good 'joiner'," he suggested, and they rushed off for the license.



How Many Carpenters in Your Town?

Levery carpenter and contractor uses builders' brackets of some kind in his work.

R-W Steel Folding Builders' Brackets

I There are both economical and safety factors to be considered by these carpenters in the brackets they use.

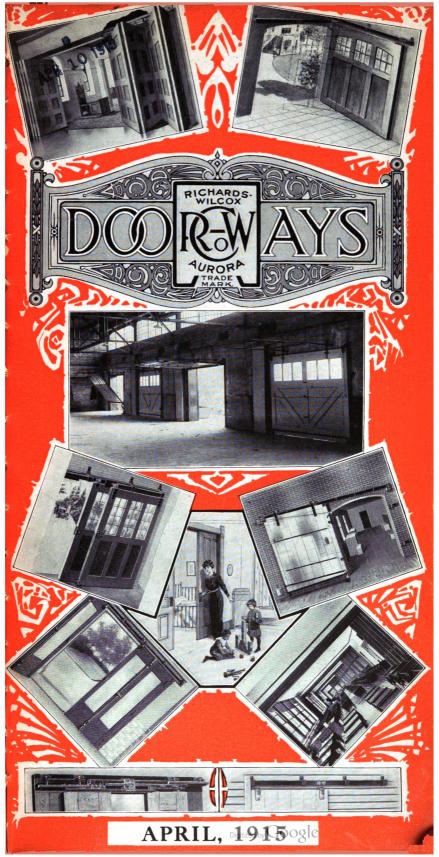
Wood brackets are a continual expense for repairing and replacing, are too bulky to move easily.

Ask any user about ours—or write us.





"A Hanger for Any Door that Slides"



Making Dreams Come True

MAGINATION enables us to establish a sales goal. If you "build a castle in the air," you've simply drawn upon your imaginative powers—set an ideal that you propose to reach—some day.

But this air-castle has no foundation under it—and no ladder leading to it.

Lincoln constructed just such a castle. Then he set about to build a ladder to it.

The first thing he did was to split rails; and by so doing he formed the first rung of his ladder. It was very hard, very commonplace—but he realized that you can't start with the fourth or fifth rung—you must start at the bottom.

Then—he sat up nights, and by the dim light of a tallow-dip, he read such poor books as he had.

And that was the second rung—he was climbing higher.

He could not bring the castle down to himself; he had to build, by hard work, a ladder of achievement leading to it. Maybe he built a thousand rungs—maybe ten thousand—who knows?

Lincoln reached his goal!

Every man should have a goal; and today is the time to start on the upward climb to its realization; and this goal—this "castle in the air," should glow in your imagination—tempt you, spur you, whip you onward.

No man can step right into his castle of dreams—but he can step toward it, and make step after step, each time coming closer; but each step must represent the accomplishment of some little thing. And you cannot step to the next rung until the last rung is completed.



FOR APRIL

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

10 0 7 .4	Branches
50 North Si	Street New York City te Street

D. M. KAGAY, Editor

A Merchant's Duty to His Community

(Extract From an Address by Thomas M. Witten, Founder of the Trenton Idea)

RENTON, Missouri, is the county seat of Grundy County. Trenton, within itself, is no different from thousands of other county seat towns in our great commonwealth. It has done nothing that cannot be done better by any other similar town.

The citizenship and the environments in and around Trenton are about the same as found in any part of the great agricultural districts.

Individually, Trenton is just one of the rest that goes to make up thousands of the social and business centers.

Individually, its citizens are just the average, ordinary kind of good, plain, substantial, clean, energetic men and women, just about the same kind that you find everywhere you go; but these same ordinary people, in an ordinary town, in an ordinary county, collectively, are different from many communities.

Led up by hard knocks, with few successes and many failures, we discovered ourselves. We discovered that communities have habits, like people; we discovered that one great habit was surrounding almost every country town, probably a heritage of ages.

One day we began to take an invoice of ourselves. We found there was not the feeling of co-operation and sympathy in every right undertaking for the good of the whole community. We found, first, that the citizens in town were always finding fault with their neighbors in the country. We also found in research work in the rural districts that the same feeling existed there in regard to the men in town.

We had already done considerable work with our rural district. We have had a county fair for thirty years, agricultural institutes every winter, corn and poultry shows for years.

We were one of the very first communities in the United States to take up the betterment of community roads.

I am telling you these things to show some of the things that led up to the organization and development of the "Trenton Idea."

Three years ago some of the younger set of our city took on new life. We made a small effort among a few for membership, succeeded in getting about one hundred and fifty of the business and professional men of our city. We had an enthusiastic meeting and elected a board of directors from the younger and more energetic citizens.

This board had a few meetings, we were full of enthusiasm and a desire to do something that would be of use and service to our community.

Not being exactly satisfied with our own ideas, and feeling a little unsafe on the proposition, we thought we would call into consultation a member of the commercial club from one of our neighboring cities, where great things were being accomplished.

This member was M. V. Watson, of Kansas City.

He asked, "How large is Trenton?"

I answered, "About 6,500."

It wasn't the answer he wanted.

"How much area does Trenton cover?"

I answered, "About two miles square."

Again, not the answer wanted.

"What, two miles square? You could not build a very large city in that area."

And he asked if it had ever occurred to us that Trenton should be as large as its trade territory tributary to it, and it came over us like a flash and the "Trenton Idea" was born.

What is the difference between the man who drives five miles and the one who walks five blocks to trade with us?

Isn't the man with \$20,000.00 invested in land and \$5,000.00 to \$10,000.00 in stock and fixtures as much of a business man as the average merchants with from \$5,000.00 to \$10,000.00 invested?

Why say "business man and farmer"—why not say "farmer and merchant."

If the farm is in the trade territory tributary to Trenton why is he not a citizen of Trenton?

Farmers and merchants are producers, consumers, on conserves of wealth, and have mutual interests.

They should get together and have that understanding of each other's aims and methods.

Every individual should render some service to the community apart from that which is intended to benefit him individually.

No one has a right to enjoy community benefits without rendering community service.

To increase club membership a contest was started. Tillers of the soil in trade territory around Trenton were especially solicited. In four weeks our membership jumped to 489.

A big club dinner, another big picnic dinner when the St. Joseph, Mo., Commercial Club was entertained, when our club members, farmers, merchants and the city business men mixed and ate out of the same baskets.

A series of picnics, entertainments and social gatherings at the various social centers all through our trade territory followed.

This all engendered that good fellowship feeling among our club members.

We found a great many things from getting after the young blood of our community. We found that the child could take the parent by the hand and lead him by his friend's store to trade.

Teach farmers and merchants of your community to say "My town and my country;" to say, "We fellows," and not "You fellows."

Tack up in your office over your desk this little motto: "What is the difference in the man who drives five miles or walks five blocks to trade with me?"

Read it over every morning before you go to work and have your clerks read it, and go out to your day's work armed to put it into practice. Make the customer from the rural district feel the same way in your attitude and action toward him.

How have you shown that citizen of that rural district that you really wanted to be neighborly with him?

How far have you gone out of your way to show his wife and child that you appreciate their presence in your town?

The good Book says: "Love thy neighbor as thyself."

My friend McGuire says: "Get 'acquainted with your neighbor, you might like him."

Every Sliding Door R-W Hung



They add so to home comforts

ES, sliding doors are so convenient and labor saving when cleaning; economical in saving of space, fuel and damage to furniture; make a more artistic home arrangement and color scheme possible; assure privacy when desired and add to safety in case of fire, door-slamming winds, etc. But be sure and use only the best, as

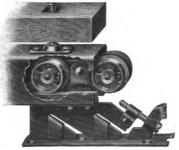
No. 221 R-W Advance House Door Hangers

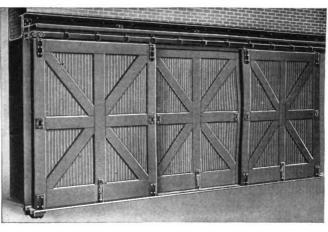
These center-hung hangers operate noiselessly over wood-lined track. They are ball-bearing, adjustable, and made of

the very best material.

Recommend them, they'll win you friends.

> "Every Hanger a Car"





No. 251 and 253 R-W Parallel Door Equipment Trolley Track Type

Haware Ware Lumbo Freight and S Heavy

A job presents itself once in a to hang the doors. But reme for Any Door that Slides."



No. 150½ B R-W Overall Trolley Ball-Bearing Hangers

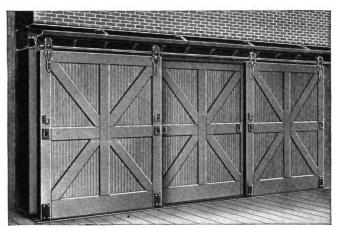
This ball-bearing hanger is made in two sizes, for doors 1\frac{3}{4} to 3\frac{1}{2} inches thick, weighing up to 1000 pounds.

The wheels are gray iron, lathe-turned; frames, drop forged; finish, black or galvanized.

Adjustment lateral and vertical. Operates in No. 33 R-W Trolley Track.



gg nouse r-Shed House milar Doors



No. 255 R-W Parallel Door Equipment Round Track Type

while when it seems impossible ember our slogan "A Hanger Put your problem up to us.

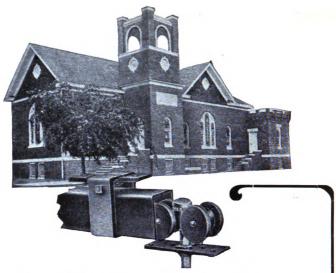
The R-W Czar is designed and constructed to fill the need for an adjustable hanger for heavy warehouse doors, fire doors, etc.

Wheels, malleable iron, latheturned. Hardened steel roller bearings. Limit roller prevents binding of hanger and derailment of door. Adjustment, lateral and vertical, with positive lock. For 1\frac{3}{4} to 3\frac{1}{2} inches thick. Operates on No. 542-C R-W Round Track.





No. 642-5 R-W Czar Round Track Adjustable Hanger



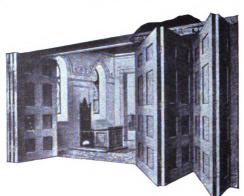
Double the Floor Space

Gives separate rooms for class purposes and a big "roomy" room for general meetings.

R-W Accordion Door Hangers

No. 135 Hanger, shown above, and No. 335 Hanger are four-wheel hangers, and are placed on every other door. No. 137 Hanger is a two-wheel hanger and is placed on every full sized door; not needed when the four-wheel hangers are used. These hangers have metal or fibre wheels, ball-bearing or roller-bearing.

A Hanger for Any Door that Slides"

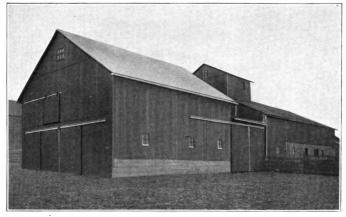


HERE are some dealers who can advise their farm trade about the goods they handle from practical experience.

They have used the goods and know from their personal experience that it is right.

Such experienced advice is listened to, believed in and followed.

So, when Fieber & Holmes wished to equip their barn with sliding doors, they used No. 399 R-W King Bee Hangers and No. 395 Track with galvanized weather shield, as this outfit



BARN OF FIEBER & HOLMES, BROOKVILLE, INDIANA

"appealed to them as the best in the market although they have used and handled at various times practically every hanger made."

The large addition to the dairy barn, at the right, is designed as a manure shed to prevent the great loss occasioned by throwing manure out of doors. A pump in this addition draws water from a well over 100 feet away, so that the stock can be watered in the shed without exposure, and also exercise therein. The windows are protected by half-inch mesh galvanized wirecloth.

One corner is utilized as a calf-pen. It is equipped with stanchions so that calves can drink milk without some one holding the bucket and cannot suck each others ears afterwards and cause them to freeze.

The highest part of the whole structure is the 32-foot silo. This silo requires no painting or tightening of hoops. The second floor of the addition is for straw.

Fieber & Holmes, the owners of this dairy barn are dealers, and naturally would use the best material available on their own property.

So they used R-W.

THE problem of properly arranging the floor space in churches is the same whether the church is in the North, South, East or West. And in most every case the problem is solved by installing sliding doors equipped with R-W Hangers.

The St. Paul's Methodist Church at Manitowoc is a frame building with a cement block foundation and basement.

The basement contains a large hall with kitchen attached, and is used for various functions, such as entertainments, suppers, etc. The balance of the basement is used for the furnace and the fuel rooms.



St. Paul's Methodist Church, Manitowoc, Wisconsin

The main floor is quite high above the sidewalk level. The main entrance is by the steps on the outside leading through the tower. There are two interior stairways leading up from the basement, one being in the tower and one in the rear, leading up into the Sunday School room at the rear of the Auditorium.

The Auditorium is quite spacious, seating about four hundred and fifty people. Directly off to the right is a wing in which is a room on a level with the church floor and separated from it by means of a 25-foot opening. This opening can be closed by R-W Hung, Accordion doors, so as to give a separate room for Sunday School, and when the doors are opened, adds this room to the capacity of the Auditorium, when needed. Above this side room is another room used for Bible classes.

The Auditorium and these rooms to the right are lighted by means of three large stained glass windows by day and by appropriate electric light fixtures at night.

Mr. Wm. J. Raeuber was the Architect, Mr. A. Lang the Contractor. The Rev. Mr. Smith is the present pastor of the church.

RESIDENTS of our large cities become so accustomed to seeing the large, finely arranged stores of their home town that their idea is that the stores and business establishments in the small cities and towns scattered over the country are crude, poorly arranged and out of date.

But this is not so, as some of the best displayed and arranged stores, especially in the hardware line, are found in the small country towns.

Lamont, Oklahoma, can boast of a population of only about 650. But in this small town there is a prosperous, modern, hustling hardware store owned by Tucker & Son.



TUCKER & SON, LAMONT, OKLAHOMA

This progressive firm believes that goods well displayed are half sold, and they have gone to considerable expense and trouble to follow out their belief.

This illustration shows a nice, clean, orderly store with the stock out where it can be seen and help sell itself. Seeing and being able to handle a long-desired article many times brings the determination to possess the article right up to the buying point, and a sale is made.

Oklahoma, being comparatively a newly developed section of the country, there has been considerable farm building construction. Tucker & Son have handled the hardware used in most of this building around Lamont.

They handle the R-W Line, and, therefore, all the sliding doors in these buildings are R-W Hung.

It is a generally known fact that successful businesses and success-building lines gravitate towards each other. Which explains why the R-W Line is always handled by the most prosperous business establishments.

Yesterdays and Tomorrows

(FROM A SERMON BY DR. FRANK CRANE)

HE other night the work-shops of Thomas A. Edison burned down, entailing a loss of millions of dollars. He is sixty-seven years old.

The same night an interviewer asked him about the catastrophe.

"I am not thinking about that now," he replied, "I am thinking of what I am going to do tomorrow."

The mind of a great achiever, is a tomorrow mind.

The mind of a failure is a vesterday mind.

Which way is your face set?

If it is toward the future you are living in sunshine; for the sun always shines for tomorrow folk.

If it is toward the past you get doubt, cold and

fog, for yesterdays are always a little sad.

Life is one defeat after another. The more energy you have the more knocks you receive. One type of man after a blow sits down and cries; the other type wipes the blood from his face and fights on.

Walking, they say, is a succession of falls forward. It is not a question of whether we shall succeed We all fail. The vital question is: "What are you going to do with failure?"

No rebuff can stay the indomitable soul.

triumph can stiffen the backbone of a whiner.

There are few men of business who have attained success who have not had to go back and begin again many a time.

The cruelty of fate is powerless against the un-

daunted heart.

Mr. Edison has done the world good by his inventions; but he has served us still more deeply by showing us a tomorrow mind which, in the presence of a calamity that would have sent most sixty-sevenyear-old minds to the scrap heap, turn smilingly to the future.

The peculiar greatness of America is in that it lives for the future, while other nations look back Their pride is in their ancestry; ours to the past. in our posterity.

For tomorrow is big with promise, full of spirit, ozone, strong with intellectual dynamics, rich in elements of happiness.

Yesterday is dead.

"Let the dead bury their dead."

HE attorney for the gas company was making a popular address. "Think of the good the gas company has done!" he cried. "If I were permitted a pun, I would say in the words of the immortal poet, 'Honor the Light Brigade'."

Voice of consumer from the audience: "Oh, what a charge they made!" —Congregationalist.

"Mary," said the head of the house, one morning, "I called Jimmy four times and he didn't answer, so I turned down the covers on his bed and gave him a good spanking."

"Oh, John, how could you? That means I'll be hunting

for a new cook."

"How's that?"

"Jimmy stayed all night at Smith's, and the cook slept in his bed last night."

—Exchange.

Better Than He Knew

Ikey had a cow that was practically worthless. It was going blind and hadn't given a drop of milk in years. So Ikey decided to take it to the auction and get rid of it at any price.

"How much am I bid for this thoroughbred prize Jersey cow?" thundered the auctioneer. "She's gentle and hearty, gives two quarts of rich, creamy milk a day, has a calf every

year, she's the best---"

"Vait, vait!" interrupted Ikey. "I didn't know what a fine cow dot vas. I've changed my mind. I von't sell her now."

Jailless Crimes

Killing time.
Hanging pictures.
Stealing bases.
Shooting the chutes.
Running over a new song.
Smothering a laugh.
Setting fire to a heart.
Murdering the English language. —Exchange.

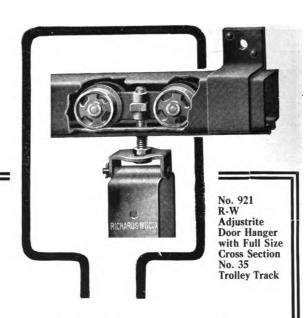
A Compromise

"Look here, Hiram," said Si, "When be you goin' to pay me them eight dollars far pasturin' your heifer? I've had her now fer about ten weeks."

"Why, Si, ther critter ain't worth more'n ten dollars."

"Well sposin' I keep her fer what you owe me?"

"Not by a jugful. Tell you what I'll do; keep her two weeks more and you can have her." —New York World.



Insuring Satisfaction

Why take a chance with your clients good will by using a doubtful article.

R-W Barn Door Hangers and Track

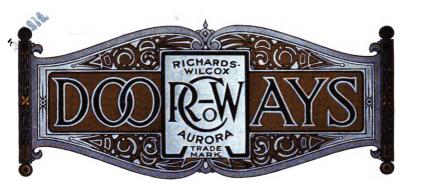
This hanger has lateral and vertical adjustment and the swing-out feature. Operates in No. 35 R-W Self-Cleaning Trolley Track.

At your dealers.

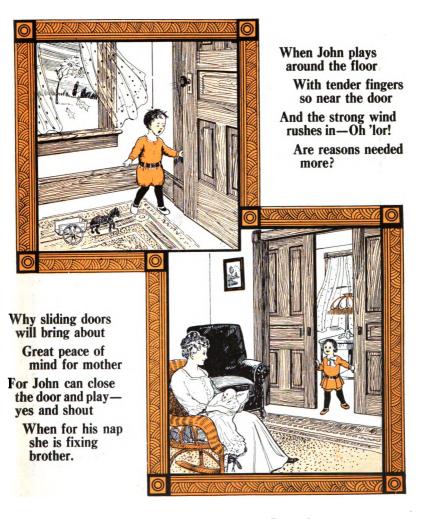




"Every Hanger a Car"



MAY, 1915



The Customer First

them is the same as studying our own needs. Our business is not to serve ourselves first—but last. The results through which we profit are the results that you bring to us. That is why we must think of you—and serve you.

Our facilities and our ability are not things that we can consume. But you can consume them. You are the consumer of what we produce. If we are to buy what we wish, or do the things we wish, we must be successful. That makes our first obligation to you—our patron.

Your importance to us is not assumed. It is genuine.

Our success is greater as our service to you is better.

As we serve you better, your success increases—and your need of us grows in proportion.

The first time we served you was an incident to both of us. Later on, we became more dependent on one another.

We are helping each other—economically distributing each other's power; we are reducing waste and friction to the minimum—and increasing each other's results to the maximum.

Your patronage is an established part of what we do.

We both create and maintain certain economics for one another. Your patronage is like a belt that connects an engine with a machine. Through this direct connection of patronage, we help each other utilize the power of our facilities and capabilities. We aim to give you direct results—and are glad to do it because you, also, give us direct results.

While we are meeting your needs, you are meeting our needs. If we throw a ball against a wall, it will bound back to us. The harder and quicker we throw it—the faster it will come back to us. We have found it pays to please; for, based on the cash value of your good will the continued earnings—through your continued patronage—lowers the expense of doing business.

We are working for you; and our progress is based on judgment of how we serve you. Your success is our success; your satisfaction is our satisfaction.



-FOR MAY, 1915-

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches		
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President	85 Walker Street New York Cit 15 East Lake Street Chicag 50 North Sixth Street Philadelphi		
Milton D. Jones Sec'y & Treas. P. L. Hoffman Superintendent The Richards-Wilcox Canadian Company, Ltd.	132 Pearl Street . Boston 1735 Boatmans Bank Building . St. Louis 321 Plymouth Building . Minneapolis London, Ontario		

D. M. KAGAY, Editor

Safety First—Reducing the Fire Hazard

VERY architect, contractor and carpenter in planning and constructing a building should have the interests of his client at heart because, in the long run, the client's interests are their interests.

This applies not only to planning for saving of space, safety, workmanship and material, but to the various equipment used which will in any way reduce the up-keep and expense of maintaining the building.

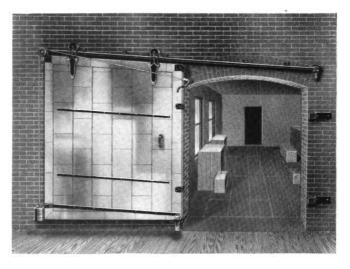
When the point is considered, the number of places and the variety of buildings where approved fire doors can be installed will be found large. And the installation of these fire doors will mean, generally, a big difference in the insurance rate and a saving in proportion to the value of the building.

But the big feature is the means of holding a fire within certain limits, keep it from spreading and causing a total fire loss, which would many times mean an immediate suspension of business and subsequent loss of trade and profits and business prestige. In all modern building the greatest care is being taken to minimize the fire hazard.

There are many kinds of building material which have been designed and manufactured with this special object in view.

One of the principal talking points brought out by hotels, public buildings, manufacturing plants and other buildings so constructed, is that they are fire-proof.

But even in these so-called fire-proof structures there will be found fire door fixtures to reduce to the lowest minimum the possibility of a general fire disaster.



Conditions will govern as to the kind and style fire door fixtures which would be best to install.

In the larger cities where their installation affects the high insurance rates, the fixtures which are approved and labelled by the National Board of Fire Underwriters are the ones which should be used, as they have a strong influence on the fire insurance companies.

In the out-lying sections or where installation of fire door fixtures would not affect the insurance rate one way or another, then the fixtures which have not been approved can be used economically. Freight charges, sectional customs and the fact that some fixtures will meet the requirements of Underwriters only in certain territories, governs the style of some fixtures, and whether they use flat track or round track fixtures.

A table which gives a variety of different style fixtures, with such information in the way of measurements, etc., as will be of general help in deciding on the style fixture to use and to meet most requirements is shown here.

SIZES

			CLEARANCE REQUIRED		
Type of	Fixture	Round or		AT SIDE OF OPENING	
	Number	Flat Track	Above top of opening, Inches	Where doors slide swing, Inches	or Opposite Side, Inches
	102*	Flat	14†	Width of plus 2	2 13½
Incline Track	201*	Flat	14†	Width of) plus 1	
Sliding Door	645*	Round	12†	Width of plus 1	8 13½
	646*	Round	12†	Width of plus 1	5 13½
Level Track	303	Flat	14†	Width of plus 1	9 19
Sliding Door	304	Flat	9†	Width of plus 1	9 19
Sliding Doors	204*	Flat	14†	Width of copening plus 1	1
in Pairs	604*	Round	12†	Width of plus 1	5
Single Swing	206 406*		ý 9	10 11	3½ 3½
Doors	606		none	31/2	31/2
Swing Doors in Pairs	306 506* 706		10 10 3½	10 11 3½	10 11 3½
				Side wall	required
				Doors under 300 pounds	Over 300 pounds
Vertical Sliding Doors	203	Flat	Height of opening plus 19	15 and 21	21 and 28
	603	Round	Height of opening plus 19	16 and 22	22 and 29

Adjustable hanger can be furnished with Nos. 102, 201, 204, 303, 645, 646 and 604 fixtures, and require three inches more headroom above top of opening than rigid hangers.

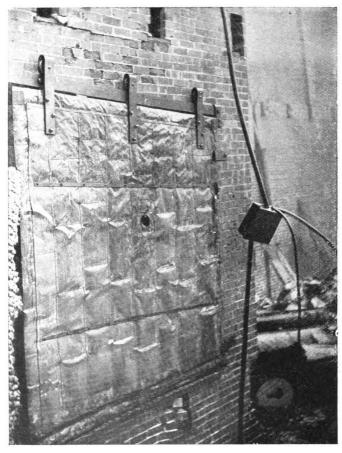
^{*}Are approved and labelled by National Board of Fire Underwriters.

[†]For arched top openings add \(\frac{2}{2}\)-inch for each foot of track back of the center of the opening, to the dimension given. For square top opening add \(\frac{2}{2}\)-inch for each foot of track back of edge of opening towards which the door slides in closing, to the dimension given.

An Example of Fire Door Protection

S A STRONG example of the effectiveness of fire door protection: On January 16th, 1911, a fire occurred in the property of the George Irish Paper Corp., Buffalo, N. Y. The building was a large paper warehouse, everything in one section was destroyed by fire.

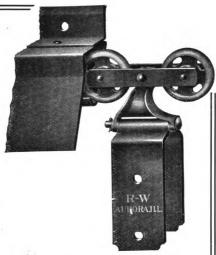
A line of standard tinclad fire doors effectively protected all stories of the adjoining section. The cut shows one of these doors.



THE DOORS KEPT THE FIRE IN THE BURNING SECTION

The door illustrated was uninjured except for the small charring which took place at the vent hole, which speaks well for the integrity of the standard hardware and the unwarped body of the door, due to its well selected lumber and proper nailing.

It Keeps Out the Weather



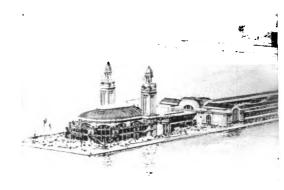
The purpose of the protected barn door hanger and track is to keep the weather, the rain, snow and sleet out of the barn.

> No. 99 R-W Watertite Hanger with No. 95½ Track

will accomplish this purpose perfectly. It is easily put up. The design is the result of experience and mature judgment.

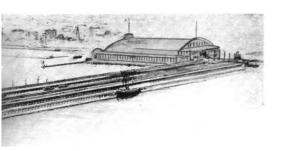
Sell It Build Your Trade





largest door hange largest door hange

The new Municipal Pier now being erected in Chicago will extend into Lake Michigan at the foot of East Grand Avenue. The center structure will include a dance and concert hall with seating capacity of 4,000. There is to be an open vestibule flanked by observation towers and with restaurant below. The outer end will carry a broad promenade with steps decending to the water. Street cars and pleasure vehicles will run out on the pier to the promenade, and walks will be built for pedestrians over the roofs of the freight houses. There will be over 2,800 doors in the



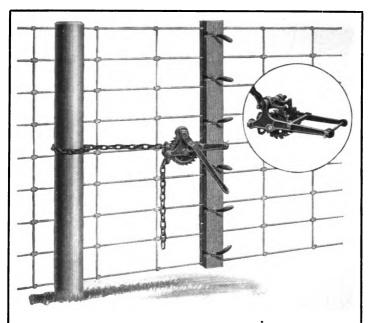
The Chicago Municipal Pier from the Architect's Sketch

and track contract to and track manufacturer

building, supported by over 5,700 R-W door hangers. The R-W track in which these hangers will work, if laid end to end, would extend over six miles, and requires about 14,000 R-W brackets to support it. Over 500 R-W locks will be used.

The Pier is a strictly commercial proposition, the recreation features being incidental.

Quality, design and construction of material to be used—the exposed position and great strain to which subjected—and ability to fill this contract is why it came the R-W



The hiery Purpose Pence Stretcher

Can be used for pulling stumps, as a hoist for skinning beef, lifting a sick horse, pulling pipe from pumps, lifting heavy wagon boxes, etc.

No. 731 R-W Dragon Fence Stretcher and Helst

Made of malleable iron. Pawls have hardened roller bearings and are operated by crank shaft. The lever handle can be operated continuously in one direction or backward and forward. Operates from either side of fence.

A Selling Article



Thirty Successful Years

N 1885 Edson Smith opened a hardware store in Elmwood, Illinois. Thirty years in business in the same town. This surely shows able business management, and what is possible when good will has been built up and maintained during such a long period.

A firm which has continued in business from such an early date, growing each year, welds its trade to it so strongly that it must command the business in its lines and territory. It numbers among its satisfied customers fathers and sons;—when the son follows the father into a store, he is that store's customer for life.



EDSON SMITH & SONS, ELMWOOD, ILLINOIS

Mr. Smith has assured his success and built up his fine trade by being always courteous and ready to serve his customers, and in buying his stock from the buyers' viewpoint, not his own.

He soon realized that the buyer was the one that used the goods and must be satisfied.

Mr. Smith, in addition to his large hardware trade, does a heating and plumbing business. He employs none but the best workmen and makes sure that quality is in the material and goods he uses and sells.

A few years ago Mr. Smith associated with him in his business his two sons, Cha 'es and Willis. These young men have enabled the firm to keep in closer touc' with the younger generation.

The illustration shows a neat, orderly store with all lines well displayed. Mr. Smith and his son Charles are shown together behind the show-case.

They are strong buyers of R-W door hangers and grind-stones.

NOW READY JUST OFF THE PRESS

Mo. 12 CATALOG

The most complete door hanger and hardware specialty catalog published.

Illustrates and describes the complete R-W Line of door hangers, grindstones, and hardware specialties in 296 pages.

This catalog will enable you to specify, describe, quote and sell for every job where sliding doors can be used.

Write right now for your copy



A HANGER FOR ANY DOOR THAT SLIDES



Richards-Wilcox

Door Hangers Grindstones Hardware Specialties



Richards-Wilcox Mfg. 6
AURORA, ILLINOIS. U.S.A.

Why?

Why does the young ear of corn first appear enfolded in two green leaves?

Because the light and air would act too powerfully for the young ear; two leaves therefore join, and embrace the ear, and protect it until it has acquired strength, when they divide and leave the ear to swell and ripen.

Why is the under jaw of the hog shorter and smaller than the upper one?

Because the animal pierces the ground with its long snout, and then the small under jaw works freely in the furrow that has been opened, in quest of food.

Why has the horse a smaller stomach proportionately than other animals?

Because the horse was created for speed. Had he the ruminating stomach of the ox, he would be quite unfitted for the labor which he now so admirably performs.

Why has the horse no gall-bladder?

Because the rapid digestion of the horse, by which its fitness for speed is greatly increased, does not require the storing up of bile as in other animals in which the digestive process is a slower operation.

Why do oxen, sheep, deer, etc., ruminate or chew the cud?

Because they have no front teeth in the upper jaw, the place of which is occupied by a hardened gum, unlike the horse which has teeth. The first process, therefore, consists simply of cropping their food, which is passed into the paunch, to be brought up again and ground by the back teeth when the cropping process is over.

In a wild state, they are constantly exposed to the attacks of carnivorous beasts, and as the mastication of the large amount of vegetable food required for their sustenance would take a considerable time, they are provided with stomachs by which they are enabled to fill their paunches quickly, and then, retiring to a place of safety, they bring their food up again, and chew it at leisure.

The old gentleman's wife was getting into a carriage and he neglected to assist her.

"You are not so gallant, John, as when you were a boy,"

she exclaimed in gentle rebuke.

"No," was his ready response, "and you are not so buoyant as when you were a gal!"

Mule in the barnyard Lazy and sleek; Boy with a pin on the end of a stick Creeps up behind him quiet as a mouse— Crepe on the door of the little boy's house.

An optimist is a one-armed man who is cheerful because he can't hit his thumb with a hammer.

"Perplexed Dorothy" wants the editor of the woman's page to state what are the correct calling cards this season. The proper ones, Dolly, are the same as they've always been, namely: Full houses, fours, flushes and straights.

"Brown's an inquisitive chap. Coming home from the club last night he climbed up a high gate post to see what the sign was at the top."

"What was it?"

"Wet Paint!"

"Hello, old man! Have any luck shooting?"

"I should say I did! I shot seventeen ducks in one day."

"Were they wild?"

"Well-no-not exactly; but the farmer was."

The attorney for the defense was questioning the prosecutor's star witness, a Norwegian lumberjack.

"You mean to tell me, Ole, that you saw this murder with

your own eyes?"

"Yas."

"At half-past nine in the evening?"

"Yas."

"And at the same time, as you admit, you were a quarter of

a mile away?" queried the lawyer.

"O, val," replied Ole, stretching his arms and legs and suppressing a yawn, "Ay tank Ay don't gif a dem about dis here trial anyhow."

"I understand that Mr. Grabwell started in life by borrowing \$50.00. You must admire a man with courage like that."

"No, I don't," replied Mr. Growcher. "The man I admire is the one who had the courage to lend him the fifty."





openings between rooms, considered so preferable, nothing answers the purpose quite so well as sliding doors operating smoothly and noiselessly on

No. 221 R-W Advance Ball-Bearing House Door Hangers

And they are being used in most homes, cottage and mansion, and in apartment buildings. Why not insure client satisfaction by specifying.

Richards-Wilcox







JUNE 1915
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The Universal O.K.—Reputation

GOOD reputation is a public proof of merit.

The reputation of a person for honesty and ability decides the progress of that person to a very considerable degree. The banker employs men who have proven themselves trustworthy. The reputations of those men not only make them desirable, but make them preferable above all others. The reputation of goods is similar to reputation in men: It helps you decide; it removes uncertainty from your considerations; it gives you a guarantee because of what others say and believe. Reputation in goods, therefore, decides their dependability.

Reputation makes one neighborhood desirable and another undesirable. If a section of a city has become notorious for its thugs, or because of ill health, the better classes keep away from it, and property values drop. The neighborhood that is reputed for its morality, healthfulness, transportation, etc., is sought, and its property values increase, because, beforehand, you know that it is desirable. Reputation in goods decides these same questions for you. Reputation, therefore, saves investigation and insures satisfaction, which comes only through dependability.

The medical specialist who has created a reputation through the merit of his work, always has his office crowded. A dozen other doctors on the same street, may be nearly idle. People who need medical attention do not care to experiment,—and people who need goods should not experiment. Reputation proves that others have been satisfied—and the more others prove for us, the less we are obliged to prove for ourselves. Reputation, therefore, foretells the dependability that will be experienced.

If a friend introduces us to a person and vouches for that person, we immediately feel confident—but if we meet strangers, we are on the alert to discover the degree of dependalibity in those strangers. Reputation in goods removes uncertainty and suspicion, and relieves us of the dread of having made a mistake.

Reputation, therefore, is a bond of dependability, endorsed by the public.



-FOR JUNE, 1915-

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Milton D. Jones Sec'y & Treas.	132 Pearl Street		
P. L. Hoffman Superintendent	321 Plymouth Building Minneapolis		
The Richards-Wilcox Canadian Company, Ltd.	London, Ontario		

D. M. KAGAY, Editor

Locking Garage Doors

New Styles of Garage Door Hanging Present New Locking Problem

By E. J. G. PHILLIPS, OUR ENGINEER

Part 1 - Copyright by American Carpenter and Builder Company

THE "Garage Door Problem" discussed in the 1914 April, May and June numbers of Doorways dealt mainly with the hanging of the doors and a number of the best methods were described. Another question, the satisfactory solution of which has caused considerable trouble to architects, owners and builders alike, relates to the locking of the doors and holding them close to the jambs. In fact, the garage door in its many varying forms has made it necessary to design new styles of locks and bolts, especially to meet the requirements. The application of suitable locking arrangements for some of the more commonly used doors will be taken up in the following paragraphs.

Sliding garage doors, generally speaking, present two cases for locking; first, buildings with but one main door opening, the doors of which must be locked from the outside; and second, buildings having a side door or other means of entrance such as a wicket in the large doors, so that the main doors may be locked from the inside. When locking from the inside only, a less expensive lock will usually answer.

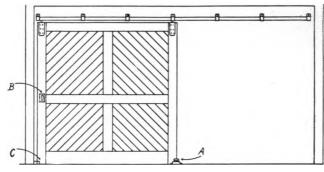
Simple Sliding Doors

The single sliding door (Fig. 1) requires little comment. A guide roller, A, holds the lower corner close to the jamb, and the lock is applied to the front stile at B. A combination floor stop and guide at C will assist in holding the lower front corner of the door close to the jamb.

A pair of doors (Fig. 2) are locked together at the center. A guide roller, A, is provided for each door and a floor center stop and guide hold the lower corners of the door in position at D. A number of suitable locks which can be operated either from the inside or outside, have been developed and are on the market. Two of these are shown in Figs. 3 and 4.

The lock in Fig. 3 is of the half mortise type, being set into the side of the door. It is a combination of flush pulls for both sides of the door, lock and latch. A number of changes of keys are provided and the lock is adjustable for different thicknesses of doors. Fig. 4 illustrates a garage door lock of the



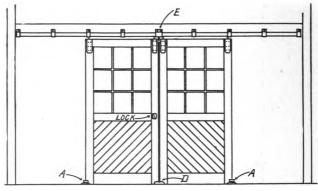


INSIDE ELEVATION



FIG. 1-PLAN AND ELEVATION OF SIMPLE SLIDING DOOR

mortise type which combines the same features as the half mortise lock mentioned above. A small trip pin projecting from the face of the lock strikes the keeper plate and releases the latch which then engages the keeper. This lock for single doors, requires a strip attached to the jamb, to which the keeper plate is attached. The half mortise lock does not require this strip, the keeper plate being attached directly to the jamb; but for pairs of doors a special keeper is required. The mortise lock requires no special keeper plates and is



INSIDE ELEVATION

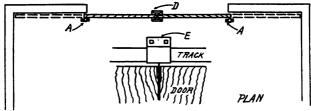
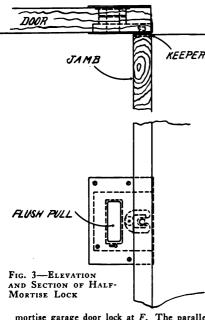


Fig. 2-Pair of Simple Sliding Doors, Locked at Center



preferable for pairs of doors.
These locks (Figs. 3 and 4)
will be referred to in subsequent paragraphs as half
mortise and mortise garage
REEPER PLATE locks, respectively.

If metal weatherstrip guides are used at the bottom of the doors, the guide rollers and the floor stops are not required; but a center stop track bracket, E, should be used over the center of the opening for doors in pairs. This will always stop the doors in the right location and prevent their being moved after locking.

Parallel Doors

Four parallel door plans are shown in Figs. 5, 6, 7 and 8. The two parallel doors in Fig. 5 may be locked by several methods: First, lock the doors to the jambs, F and G, with mortise or half mortise garage door locks; second, use a mortise or half mortise lock at F and lock door No. 1 from the inside at the bottom with a floor bolt; third, lock door No. 1 at G to the jamb with a parallel door bolt (see Fig. 9), and use a mortise or half

mortise garage door lock at F. The parallel door bolt is designed to bind the doors tightly to the jamb or to bind two doors together by operating the lever handle. The handle is held positively in position when the doors are bolted and when unbolted it is used as a handle to move the door into open or closed position.

It is suitable for doors 13/4 to 3 inches in thickness, but the minimum lap of the door over the jamb is 2 inches.

A double floor guide should be used at the center of the opening where the doors lap to hold them in position. When metal weatherstrip guides are used

on the bottom of the doors, other guides and stops are unnecessary. The weatherstrip floor guides are of special value in handling doors built after the plans in Figs. 6, 7 and 8.

In Fig. 6 is illustrated a pair of parallel doors, which when opened are moved back parallel with the front wall. With this arrangement a little different means of locking is used. If necessary to lock from the outside, set a flush floor bolt into the door No. 1 at H and lock No. 2 to the jamb at I with a mortise garage door lock. If metal weatherstrip guides are not used, a double floor guide should be set at I, but a little extra care must always be taken in closing the doors to lead them into the guide. This guide can be omitted, however, if it is only necessary to lock the doors from the inside, by using a parallel door bolt at I, a flush floor bolt at H and a combination floor stop and guide at I.

The third parallel door plan, Fig. 7, illustrating four doors, two of which slide back to each

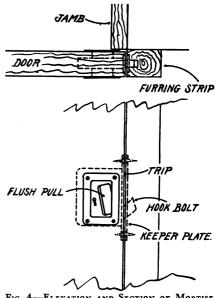


Fig. 4—Elevation and Section of Mortise
Type Garage Lock



FIG. 5—PLAN OF PARALLEL DOORS—CAN BE LOCKED AT "G" AND "F"

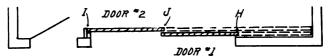


Fig. 6—Plan of Parallel Doors—Locked at "I" and "H" and Guided at "J" $\,$

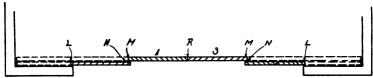


Fig. 7—Group of Four Parallel Doors Can Be Locked at "K" and Bolted at "L-L" or Can Be Bolted at "M-M"

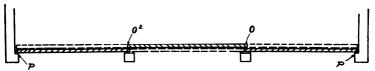
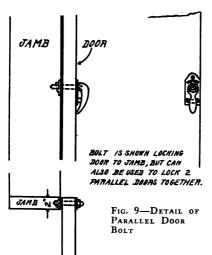


Fig. 8—Group of Three Parallel Doors Which Require Bolt at "O" and Locks at "P" and "P1"

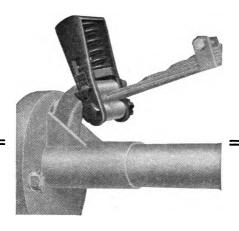
side parallel with the front wall, presents two conditions, depending upon whether or not weatherstrip floor guides are used. If used, a center stop track bracket is applied directly over the center of the opening for the doors No. 1 and No. 3 to bump against, then a mortise garage lock at K and flush bolts at L—L complete the job for doors locking from either side. If to be locked from the inside only, parallel door bolts at M—M meet all requirements.



To meet the second condition, for doors without weatherstrip guides, use a floor center stop at K, flush floor bolts at L-L and parallel door bolts at M-M for inside locking. Wide doors would probably require a double floor guide or an additional floor bolt at N and N. To lock from the outside, a floor center stop at K, flush floor bolts at L-L, double floor guides at M and M and a mortise lock at K complete the job.

The fourth parallel door plan (Fig. 8) requires three locks, a parallel door bolt at O and a mortise or half mortise lock at P1 and P. Two double floor guides should also be used. If desired, flush bolts may be used at O and P1 instead of the locks mentioned. With the use of weatherstrip guides the double floor guides, of course, are omitted.

(To be continued)



Makes Every Road A Smooth Road

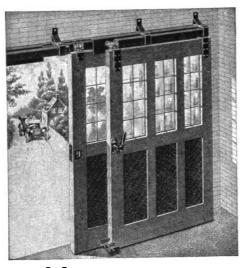
Makes the Ford car ride easier, saves wear on tires and car. Takes up and destroyes jars and jolts, reduces the vibration of the stearing wheel.

No. 297 R-W Noshok Shock Absorber for Ford Cars

Are easy to apply, no special bracket required, act as a cushion spring between the spring bracket and the leaf spring, adjust themselves to the load.

Sold in Sets of Four - Inquire About Them





R-W Parallel Door Equipment

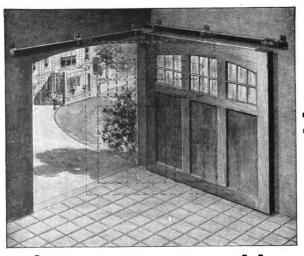
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R-W Right Angle Door Equipment

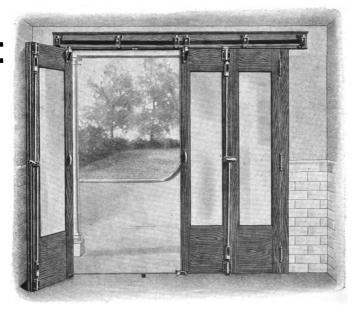


ery Garage Door Problem with R-W Equipment

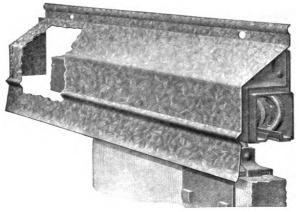
ig satisfaction in knowing you very garage door problem. hat confident feeling which s a sale.

bubt your experience in garage brought you up against many ositions.

nber, our long and varied exthis work is at your service, at we can furnish hangers for or that slides.



R-W Sliding Folding Garage Door Equipment



Shields FROM THE Weather

R-W trolley track, box type, covers and protects the hangers. The object of this shield is to fit snugly to the building, shed water and snow from the track and extend down over top of the doors, protecting them from dripping water and shutting out the weather.

No. 296 R-W HOUSING

Galvanized. Some use over entire run of track, but most use it over door opening only.

Can be bought separate from track and be placed over old track already put up.

A Big Seller-Get In On This

Richards-Wilcox



Manufacturing Co. AURORA, ILL. U.S.A.



Over Sixty Years Ago

WAY back in the early fifties, over sixty years ago, a hardware business was established in Bloomington, Ill., by C. W. Holder. This business was carried on as Holder, Milner & Co., on the south side of Court House Square from 1860 to 1900, when it was incorporated and location changed to the present store.

Care in keeping old records, advertisements, account books, etc., has placed in the hands of the present managers of this firm very valuable data. Some of their early advertisements in the Bloomington Pantagraph during the early fifties show that Grindstones and builders' hardware were important items at that time. Also that about 1880, when sliding doors came into use, Richards Door Hangers began to take an important place in stock, and have continued to be a profitable item up to the present time.



HOLDER HARDWARE Co., BLOOMINGTON, ILLINOIS

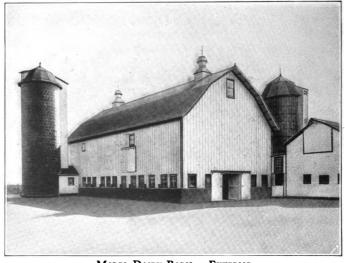
These old records disclose some very interesting and instructive information regarding the various changes in methods of handling hardware that had to be made by Mr. Dan Holder in the forty-eight years he conducted the business until the time of his death in 1909. Also many prominent manufacturers whose tools and other lines were sold by him during all of that period. On the other side of the books are found names of several customers of sixty years ago who are today valued friends and patrons of the store.

It is certainly a great satisfaction to every manufacturer whose goods are handled by this progressive firm to feel that they have had a part in its long continued success and up-building.

A Model Dairy Barn

F LATE years a great deal of attention has been paid to the proper and comfortable housing of cattle. In the great dairy sections the success of the farmer depends on the cleanliness and healthfulness of his stock, and this can only be assured by the proper care, handling, feeding and housing of the dairy stock.

The dairy barn of today must be sanitary, warm, have plenty of light and plenty of pure, fresh air so that the animals are kept healthy and the stable free from foul, ill-smelling odors.

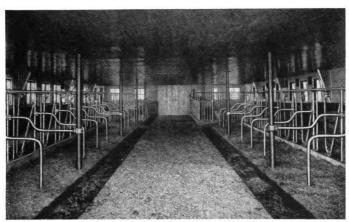


MODEL DAIRY BARN - EXTERIOR

The planning of such a barn to embody all these necessary qualifications requires care and study. The proper feeding of the stock, the easiest way of keeping the cows and stalls clean, of saving labor, and of keeping the cows contented, all with the object of increasing the milk yield and consequently the profit, are points which must be considered and solved before the barn is built.

The large barn illustrated on these pages is a model "cow home" in every respect. The dimensions of this barn are 72 x 36 feet; there are thirty cow stalls each

with a water fountain, assuring pure, fresh drinking water, piped from the hundred-barrel tank, a bull pen, a calf pen and a cow pen. The floor is concrete. The ventilation is through the many windows on each side and ends of the barn, and the air shafts which connect the large roof ventilators with the cow barn. Sunshine and light stream in through the windows, making every nook and corner bright and germ-proof. The manure spreader can be driven through the stable, making double handling of the manure unnecessary and assuring the barn being always clean and free from litter.



INTERIOR OF THE MODEL DAIRY BARN

Two silos, one of concrete, 14×35 feet, the other of hollow tile blocks, 12×45 feet, furnish sweet, wholesome silage as part of the cows' diet. The large hay mow above holds the alfalfa and timothy hay and is reached by a driveway leading directly into it.

A modern milking machine insures that the cows are relieved of the milk in an easy, sanitary manner.

The yard and cattle shed are concreted so they are always clean and the manure is all saved.

The barn is well and substantially built, roofed with asphalt shingles.

The proper hanging of the doors on a dairy cowbarn is of great importance, as they must operate easily and wear well, and always shut out troublecausing drafts.

In this barn all the doors are sliding doors and are all R-W hung.

Auto Supplies for the Hardware Man

THE hardware dealer's experience in selling hardware places him in a position to sell automobile tools, specialties and supplies to better advantage than any other merchant.

A little advertising in the way of a few things in the window and show case and small signs here and there in the store showing up some special article, these with the statement in your talks with your customers, that you can get them quickly at regular market prices anything they may want for the car, will quickly show you that they are interested and you will soon find that without investing much in stock you can make a nice profit in this line.

This is especially true of the many specialties that are included in the automobile supply house stock, for they carry a very good margin of profit. The sale amounts to a good sum, and a good specialty with very little attention from you will soon become popular in your locality and you will find a steady demand for it.

When a man buys an auto he doesn't like to take anybody's dust—speed or equipment. He is very quick to note any attachment out of the ordinary on his friend's car, and wants the same thing for his car.

As a hardware dealer you are in a better position to sell supplies than is the auto repair man or the car agent. The car agent is at a disadvantage with a customer to whom he has sold a car, for the customer is too apt to consider the agent should furnish supplies to him at cost in return for the order for a car, or to throw in with the car such specialties or supplies the agent might suggest. To the repair man the car owner seems to think belongs a price for his labor and expert service, but no more.

When he steps up in front of your counter, however, the car owner knows that you are a merchant and make your living on what you sell him. He knows you are there to sell him and he expects to pay the price.

A small stock of reliable, good-selling specialty will move quickly and start things going.

We can recommend our No. 297 Noshok Shock Absorber, No. 197 R-W Windshield Ventilator, No. 344 R-W Steel Folding Luggage Carriers for Ford autos, and our No. 244 R-W Steel Folding Luggage Carriers for any make car as a well paying and selling line.

Doctor—"Your husband is suffering either from overwork or excessive indulgence in alcoholic stimulants. It is difficult to say which.

Anxious Wife—"Oh, I'm sure it's overwork. Why, he can't even go to the theater without hurrying out a half a dozen times to see one of his partners."

SHE KNEW BETTER

Passing a swimming school in a small city one day, two country women read this sign at the entrance:

25,000 GALS. IN AND OUT EVERY MINUTE

"That's all nonsense," said one of the women. "There ain't that many women in this whole town."

FAITH NEEDED

Brown (on fishing trip)—"Boys, the boat is sinking. Is there anyone here that knows how to pray?"

Jones (eagerly)—"I do."

Brown—"All right. You pray, and the rest of us will put on life belts. They're one shy."

Guest—"Look here! How long am I going to have to wait for the half-portion of duck I ordered?"

Waiter—"Till somebody orders the other half. We can't go out and kill half a duck."

"Atkins," said the sergeant angrily, "why haven't you shaved this morning?"

"Ain't I shaved?" asked Atkins in apparent surprise.

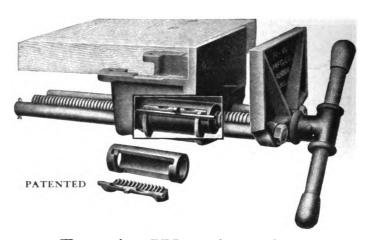
"No, you're not," insisted the sergeant, "and I want to know why."

"Well, you see, seregant," replied the soldier, "there was a dozen of us using the same mirror, and I must have shaved some other man."

"Mr. and Mrs. Hardy, 472 Newcastle Street, have cast off clothing of all kinds. They can be seen any day from 8 to 5."

"The church was struck by lightning when the wedding ceremony was half over, and the minister had to stop. Not a very firm knot."

"No-a sort of a half hitch."



—For the Woodworker — in School, Shop or Home

Every man working with tools feels the need of a dependable, quick-acting vise.

Your market includes school manual training departments, the work shop and the home.

No. 430 R-W Rapid Acting Vise

Are simple and absolutely reliable in operation. Instantaneous adjustment. Continuous in action. No pawls, racks or triggers to break or wear.

A demonstration will sell them.







JULY 1915

Determination Leaves No Retreat

HEN Napoleon marched his army through the snow to Moscow, he had provisions enough to reach Moscow. He not only admitted nothing but success, but he was determined that only success should result. His determination took his army back again. He refused to feel defeat. Determination aims at reaching its destination—not on returning empty-handed. It provides for only one way.

Columbus knew that if he didn't find land he was done for. If his crew did not kill him starvation would. No one had ever sailed those seas before. He was sure of his plans — was determined to win. Determination does not prepare for defeat — it sees only success — plans on nothing else.

Washington knew that winter would bring suffering to his army at Valley Forge. He did not send his men home. He kept them there and suffered with them. He was determined on success. Determination does not consider hardships or setbacks. It provides for naught but achievement.

Lincoln read the few books he had by the light of a pine-knot. He did not wait until he could go to college. Determination showed him how to employ the means at hand. Determination cares nothing for "right conditions." It makes conditions. It neither wastes time nor "backs up."

Paul Jones lashed his ships to the ships of the enemy. One side had to perish. He could not retreat—wanted to provide against retreat. Determination sees only what is in front of it. The rear has ceased to exist. Success or extermination is the spirit of true determination.

Determination figuratively tears up the rails and burns the bridges behind it. The only direction of travel is straight ahead—the only result is success.



FOR JULY, 1915 -

Good Humor, with a Hunch for R-W Products Published Once a Month by Full of Good Sense,

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D. M. KAGAY, Editor

Locking Garage Doors

New Styles of Garage Door Hanging Present New Locking Problem

By E. J. G. PHILLIPS, OUR ENGINEER

Part 2 - Copyright by American Carpenter and Builder Company

Right Angle Doors

N INSPECTION of right angle doors will make it apparent that contrary to most sliding doors, they must have the locks applied to the rear stile instead of the front stile on single doors or the meeting stiles at the center for doors in pairs. From Fig. 10 it will be seen that the hanger, Q, holds the top front corner of the door in place while the bottom front corner is confined by the guide and stop, R. The rear hanger, S, operating in the side track simply carries the weight of the door, but does not in any way assist in holding the door against the opening. This must be taken care of by the lock. Another guide stop is set into the floor at R1 to catch the bottom of the door when open. When necessary to lock the doors from the outside, use the mortise lock de-

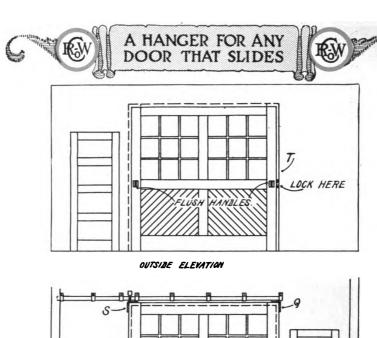
scribed in Fig. 4, mortised into the jamb, T (also see Fig. 11). Set the lock so the hook bolt will be toward the top and the trip at the bottom; which is just the reverse from the way the lock is set in an ordinary sliding door. The keeper plate is set into the face of the door as shown in Fig. 11. Care must be used plate is set into the face of the door as shown in Fig. 11. Care must be used in locating this plate, so the opening will register exactly with the keeper bolt when the door strikes the stop, R. Notice that this arrangement is just opposite to the customary practice of setting the lock into the door and attaching the keeper to the jamb. The door must lap the jamb at least $1\frac{1}{2}$ inches, On repair work, when old doors which do not lap the necessary $1\frac{1}{2}$ inches, are to be rehung, a strip may be added to the edge of the door or a hinged hasp and padlock can be used to lock the doors (see Fig. 12). Set the hasp into

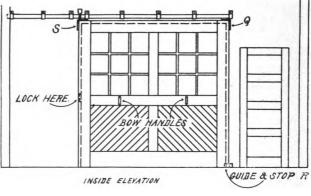
the face of the door deep enough so it will be flush when folded, and attach the staple to the jamb. Hasps and padlocks are, however, not in keeping with the general tone of a garage (to say nothing of the chance of losing the padlock) and should noot be resorted to except on the very cheapest work.

Two flush handle pulls should be used on the outside of the door; or if preferred, flush trap door rings may be substituted. Attach two bow handles to the inside of the door.

If the door is to be locked from the inside, use a parallel door bolt to lock the rear end of the door against the jamb. The door must lap the jamb at least 2 inches. The handle of this bolt (see Fig. 9) is used in connection with a bow handle attached to the front stile of the door to move the door into open or closed position.

If provision for a 2-inch lap cannot be made, the door may be locked by attaching some of the many flush bolts, foot bolts or spring bolts to the bottom and





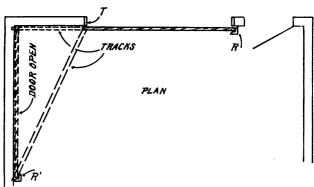


Fig. 10—Outside and Inside Elevations and Plan of Right Angle Garage Door

to the top of the door. It will generally be necessary to provide a special keeper plate for the top bolt in order to avoid interference with the track and hangers.

Another suitable lock for the purpose is the top and bottom bolt (Fig. 13) in

Another suitable lock for the purpose is the top and bottom bolt (Fig. 13) in which the top and bottom bolts are joined by connecting rods to an operating handle at the center of the door. Special top keepers suitable for use with sliding door hanger tracks can be furnished with this bolt. The connecting rods are adjustable and are made in sizes to accommodate various heights of doors.

are adjustable and are made in sizes to accommodate various heights of doors. Right angle doors in pairs, as in Fig. 14, are locked in the same way as single doors, two locks being required for each opening. The bottom of the doors at the center are held in place by a center floor guide set into the floor. If necessary to lock from the outside, one of the doors should be bolted from the inside and the

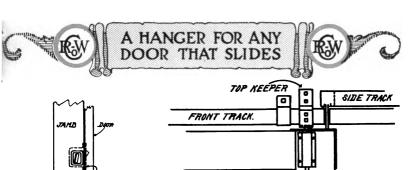
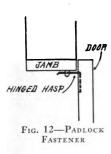


Fig. 11—Details of Door Jamb Lock



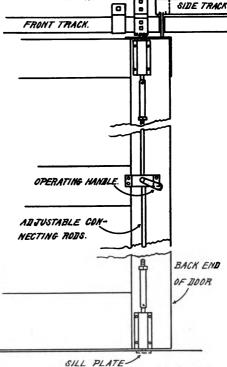


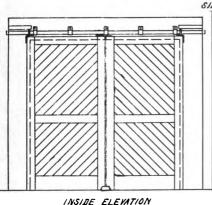
Fig. 13—Top and Bottom
Bolt to Lock Door
From the Inside

other door can then be locked from the outside with the mortise lock shown in Fig. 14.

Special Door Plans

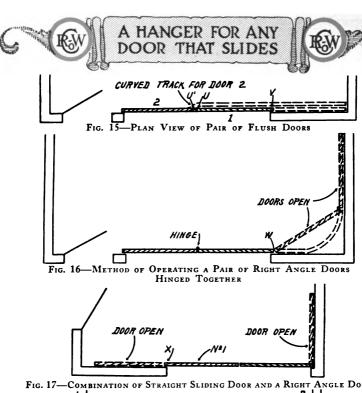
The simplest method of locking flush doors (Fig. 15) is to lock door No. 2 to the jamb and use a flush door bolt at U and U1. Fitting the meeting stiles of the doors with astragals or tongue and groove will result in a weather-tight joint. If necessary to lock from the outside, door No. 2 is locked to the jamb, and door No. 1 is then locked to door No. 2 with a mortise garage door lock. It must be borne in mind that door No. 1 is always opened first and closed last. A short piece of angle iron shuld be set into the floor at V to hold the back end of the door close to the wall.

Doors hinged together and operating on curved track as in Fig. 16, are locked similar



LOCAS APPLIED HERE.

FIG. 14—ELEVATION AND PLAN OF PAIR OF RIGHT ANGLE GARAGE DOORS



NGLE DOOR

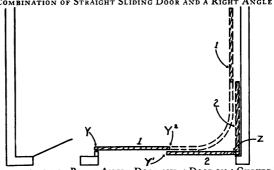


Fig. 18—Combination of Right Angle Door and a Door on a Curved Track

to flush doors, but are most conveniently operated from the inside only. one bolt is required where the two doors join, the hinges serving to hold the doors together. Another flush bolt is used at W instead of the angle iron guide. The same method of locking is employed for any number of doors.

Combination of Doors

The combination of a straight sliding door and a right angle door, shown in Fig. 17, requires a guide roller at X, a mortise lock to secure the two doors together at the center and the rear end of the right angle door is locked as described in a previous paragraph under right angle doors. Door No. 1 is opened first and closed last.

ous paragraph under right angle doors. Door No. 1 is opened first and closed last.

Another combination is shown in Fig. 18; a right angle door and a door on curved track, both doors sliding to the same side of the building. Set an end floor stop at Y and Y1, and floor bolt at Y2 and a parallel door bolt or a top and bottom bolt at Z. This provides for locking from the inside. To lock from the outside, the right angle door must be closed last and the mortise lock, described in Fig. 4, used at Z instead of the parallel door bolt or the top and bottom bolt. The doors must not lap each other too much at the center or door No. 1 will interfere with door No. 2 when starting to open.

The object of these articles has been to consider and to present satisfactory solutions for some of the more difficult locking propositions commonly met with

solutions for some of the more difficult locking propositions commonly met with

in garage door work.

The methods shown and the locks described are typical of present practice and with slightly varying combinations will lock almost any style of garage door.



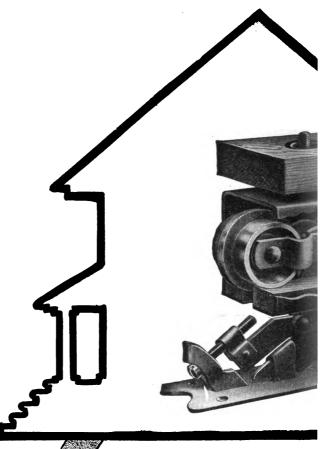
There's a Lot of Satisfaction In Selling R-W Door Hangers

HE satisfaction of knowing that every sale means a pleased customer and a liberal margin of profit. There's a combination, Mr. Dealer, that's mighty hard to beat—"A Satisfied Customer and a Satisfactory Profit."

The same rule "holds good" with the entire line of Richards-Wilcox Products — Grindstones, Wagon Jacks, Rope Ties, Wire Stretchers and a dozen and one other fast selling specialties, that you can and should sell.

Send for our catalogue and price lists. Let us tell you more about the Richards-Wilcox Line and show you how our service department can assist you in piling up the profits.





"A Hanger for Any Door that Slides"

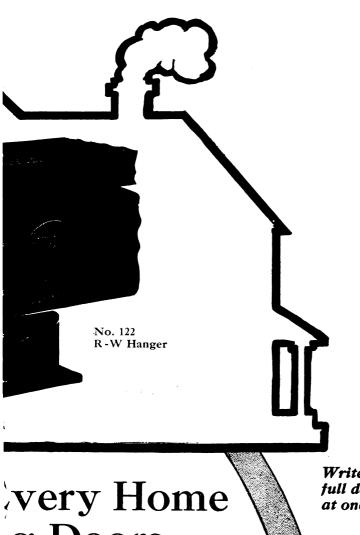
A Place In I for Slidi

Wherever there's a home build business in R-W Parlor Door F store that displays the R-W line.

Remember always that the R-V of excellence, but is extensively ad

Remember always that the mere i potent selling argument possible to i who read the building and architecti

Remember always that the Rethat allows a real profit for R-W c



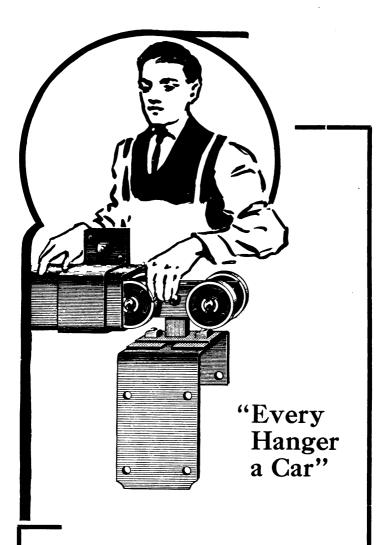
g Doors

ig there's a chance for profitable ngers. The business goes to the

line is not only in the first order irtised and thoroughly known.

me "Richards-Wilcox" is the most to that great class of hanger-buyers I papers carrying R-W advertising. policy is one of fairness—one llers.

Write for full details at once.



AKES the door ride easy, smooth and always in balance. The wide tread, smoothly finished unbreakable wheels, the roller-bearing axles and the bird-proof, jump-proof track all do their part to make No. 20 R-W Gem Barn Door Hanger so satisfactory.

It Pays to Sell Quality Goods



Selling Hardware In Colorado

T IS no harder to sell hardware in Colorado than in Illinois or Maine—if you know how. That is, Mr. Ross believes so, and he should know because he has in seven years made a big success and built up a fine trade in Grand Junction, Colorado.

Mr. Ross' secret of success — discovered and known by most leading hardware dealers — is "handle a full line of what the

people want."

Another very important feature of Mr. Ross' rules of success, which is very religiously followed by him, is to keep his store in order. His stock is always well displayed — the store looks like business.

When a customer comes into a neat, orderly store, he is favorably impressed the moment he crosses the threshold, and when he is greeted with a smile and in a pleasant, courteous



Ross Hardware & Supply Company, Grand Junction, Colorado

way, he gets a distinctly favorable impression of everything in that store, and he buys and boosts. While Mr. Ross didn't say so, his accommodating, pleasant ways have acted as an invigorating tonic on his trade.

A good reputation to have, especially if in business, is that of being a hustler. A hustler generally corrals a large per cent of the possible trade in his territory, and what he misses hunts him up, because a hustler sells the goods, buys often and at the best prices, so his customers are sure of fresh, best quality goods at right prices.

The Ross Hardware & Supply Company sell "hardware for hard wear," sanitary plumbing supplies, builders' hardware, tools, sporting goods, etc. And always have a full line of

R-W Products.

Sales-Argument Hunches

Real bargains are not what you save now — but later.

Honesty is the foundation of success.

Your patronage is our aim — your satisfaction is our success.

You can't afford to not afford what you need.

Quality is the result of experience.

An unpaid bill is a check on your own ambition.

We appreciate best by serving best.

Others might promise more; we promise only what we can fulfill.

Increased sales are public endorsement.

Cheapness is experimental — Quality is Knowledge and Safety.

Insure your dollars by making them purchase 100 per cent merit.

Use proves advantages and justifies prices.

We serve you because no other policy pays.

Knowing how is a guarantee of merit.

Think of usefulness and you will buy wisely.

Results prove economy.

Goods, like musical instruments, need tone.

Carelessly given credit lifts prices higher than greater quality.

Firms, like nations, must follow principles.

Saving effort is saving money.

Appreciation is sound business sense — not sentiment.

Greater sales are greater endorsements.

Past experience proves future durability.

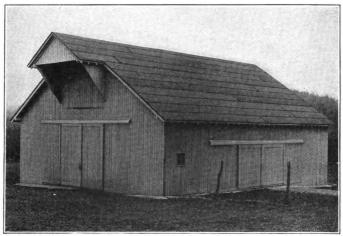
Buying now is discounting your needs.

Now decides your needs — should decide your purchase.

On a Tennessee Farm

N THE Dickinson Pike, about five miles from Nashville, is the forty-acre suburban home of E. J. Schott. The barn on this place was designed and arranged largely to suit the ideas and convenience of the owner. The building has a wagon way through the center, 12 feet 4 inches wide, with hay loft above. On the left, as one enters, are seven box stalls, about 7 x 12 feet in the clear, and opening both into the wagon way and to the outside, the latter to facilitate the removal of stock, in case of fire. The stalls are each fitted with hinged glazed windows, and with hay-rack and manger.

On the right side are corn crib, shuck pen, gear room, stairway to loft and storage room for farming implements. The hay loft is fitted with traveling hay-fork and track with trolley.



BARN OF E. J. SCHOTT, NASHVILLE, TENN.

This barn is very substantially built. The up-rights are 6×6 -inch long-leaf pine posts, whose lower ends are creosoted and set in concrete. All the framing timbers are dapped into up-rights and made fast with $\frac{3}{2}$ -inch bolts.

The outside of the building is covered with regular barn siding, put on vertically, the cracks between which are stripped. The siding and strips were painted one coat of paint on the back side before nailing on.

Three large pairs of sliding doors were used and hung on R-W Barn Door Hangers. Two pairs of the doors are shown in the photograph.

The building is electric lighted throughout, the light at the entrance being so arranged that it can be switched on from the residence. Running water is also piped into the building from a pneumatic tank located at the residence, and operated by a gasoline engine. S. M. McMurray, of Nashville, was the Architect, and Henry S. Hunter & Bro., the Contractors.

A Real Salesman

By J. H. Newmark, Advertising Manager, Apperson Bros.

Automobile Company

HE other day I heard a real salesman talk—this was in New York. He was alive with knowledge, enthusiasm, energy and optimism. And all he had to sell was a device not larger than a peanut—a mechanical invention.

But how he raved about it!

How he talked! His face beamed! His eyes sparkled! He fairly radiated confidence. To him the object was a new wonder of the world.

His words gave the article a new meaning — you forgot he was describing a little mechanical contrivance — you forgot he was selling the dullest sort of a thing — for he made you see the object from his standpoint.

His voice sounded true, too. He believed what he was saying. He was impressive. He was "wrapped up" in his subject. And he never left it for a minute. He just talked business.

I saw him several weeks later in Detroit.

He was still at it. He had not lost a bit of his enthusiasm, energy or vitality.

His plea — his argument — his selling talk — was just as fresh as when I heard him for the first time. To hear him, it would have occurred to you that it was his first day on the job. He was so glowing, so convincing, so sure of what he was saying.

That's the kind of salesmanship that wins. He has so much faith in himself and in his article, that he cannot fail.

It is necessary to put action, life and energy in the words uttered and the face must interpret the speech. Look earnest.

And the salesman, like the actor on the stage, must be consistent in performance.

The salesman must not vary in his solicitation.

He should do the very best he knows how each time.

For in the end it spells "Victory."

Uncle—"And do you know why we celebrate the Fourth of July?"

Billy—"Yes; that's the way we got divorced from England."

She—"Did you have a fine auto trip?"

He—"I should say so. It was a fine every town we went through."

A man wished to introduce a friend to his wife at the seashore. When the pair got to the resort they found the wife in the surf. Entering the bath house the men donned their suits and went into the water. The husband introduced his friend.

A week later the friend observed the woman he had met in the water sitting opposite him in a street car. He bowed. She looked puzzled for a moment and then exclaimed:

"Oh, how to you do? I didn't know you with your clothes on."

They left the car at the next corner.

A sailor had just shown a lady over the ship. In thanking him she said: "I am sorry to see by the rules that tips are forbidden on your ship."

"Lor, bless you ma'am," replied the sailor, "so were apples in the Garden of Eden."

First Senator—"The public is clamoring for an investigation of this railroad."

Second Senator—"Can't have one until next year. The manipulators tell me they won't finish what they intend to do to the road until next fall."

Mr. Brown had just registered and was about to turn away when the clerk said:

"Beg pardon, but what is your name?"

"Name!" echoed the indignant guest. "Don't you see the signature there on the register?"

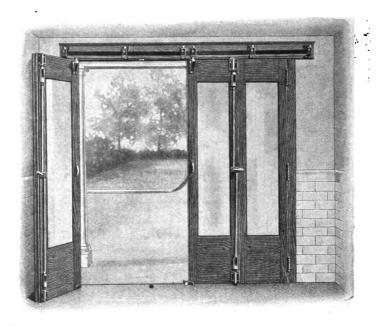
signature there on the register?"
"I do," returned the clerk calmly. "That is what excited my curiosity."

One sure way to save money is not to own a flock of automobiles.

"I told you not to propose to me again! Now, I'll stop you for good," she exclaimed.

The young man turned pale—the thought of losing her he loved so well unmanned him.

"Yes," she continued. "I'll put a stop to it by accepting you."



A Garage Door Outfit that Will Win You Trade

For those who want an easy working, safety from accident garage door arrangement, we and the many users can recommend

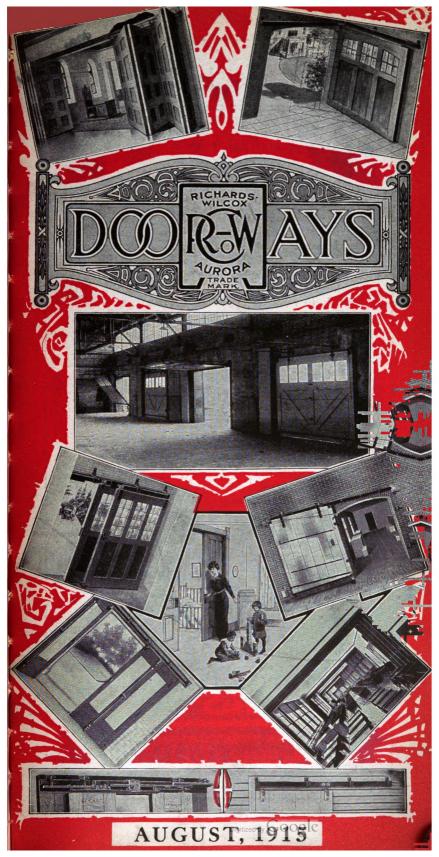
No. 435 R-W Sliding Folding Garage Door Roller Bearing Hanger

For the small or large private garage or the busy public garage, this outfit has proven itself a winner.

Ask about this outfit electrically operated.







We Progress by Satisfying

YOU can never think any more of us than we think of you. Tomorrow, we may attempt to talk business to your friend. The way we treated you, is going to decide our success. The world is very small when it comes to business transactions. Satisfaction or dissatisfaction spreads rapidly. Only one can we afford to go broadcast.

No matter how many enter into the business of this house, the total is made up by adding the individuals.

Many of the smallest in the beginning, become the largest in the "long run." The only Golden Rule is to have one standard of treatment — and apply it to all.

You are not incidental to us — but you are important.

If we do not calculate on you, we might become equally negligent of others.

Once, you were one of the "others."

Making promises is very easy — but redeeming them is most important.

Keeping our promises to you, is equally important with your patronage. That, more than our goods, must decide you as to future dealings.

Wars are caused by unkept promises; every little business misunderstanding is as much to be dreaded as a war.

We can never go any faster or farther than our customers will permit us to go — and they will permit us to do exactly what they think we merit.

It is as dangerous to disregard one patron as it is to become indifferent to all.

Business is simply addition and multiplication but it can be neither unless it is fair.

We are gardners of your needs — and you judge our helps according to the results. This is proof that we must meet your approval.

You are helping decide our policies — you are helping shape our actions.

The business that disregards its patrons, is like the nation that pays no heed to its citizens.

You elect us to success. Hence, we are followers — and not dictators.

FOR AUGUST, 1915

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr.	85 Walker Street New York City
Lee Mighell Vice-President	15 East Lake Street Chicago 50 North Sixth Street Philadelphia
Milton D. Jones Sec'y & Treas.	132 Pearl Street Boston 1735 Boatmans Bank Building St. Louis
P. L. Hoffman Superintendent	321 Plymouth Building Minneapolis
The Richards-Wilcox Canadian Company, Ltd.	London, Ontario

D. M. KAGAY, Editor

Safeguarding the Elevator Passengers

N EVERY building of size an elevator service is a necessity for the convenience of the tenants. The service must be swift — and should be safe. One cause of accidents is the improper handling of the doors, due to carelessness of the operator or the fault of cheap or improper door hangers.

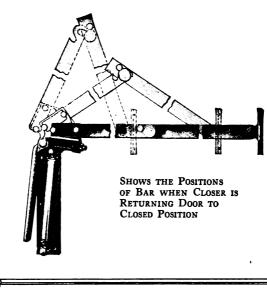
To insure that the elevator doors close rapidly and quietly, are locked so there is no possibility of their being opened from the corridor side, and that this will be done automatically, all doors should be equipped with the R-W Ideal Elevator Door Closer and Check.

This device closes the doors rapidly when released and checks them, when beyond the danger point, bringing them to a full close noiselessly and without slamming. Can be obtained to operate with any standard make of hanger, single, two-speed, three-speed doors, doors in pairs or combination slide and swing doors.

The No. 743 R-W Ideal Elevator Door Closer and Check will always close the doors when the car leaves the floor.

Fig. 1 shows the Ideal Closer on single door in closed and locked position. A straight pull on the handle both unlocks and opens the door.

- Fig. 2 illustrates how attached on doors in pairs.
- Fig. 3 illustrates how attached on two-speed doors.



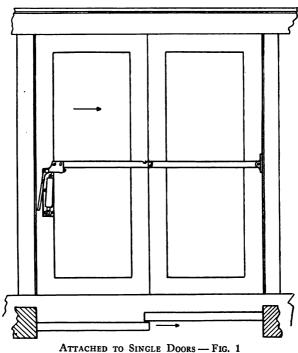


Fig. 4 shows a top view of Ideal Closer on combination slide and swing doors. The arms of the closer can be uncoupled to swing doors as shown in the opened position of closer in half-tone illustration above.

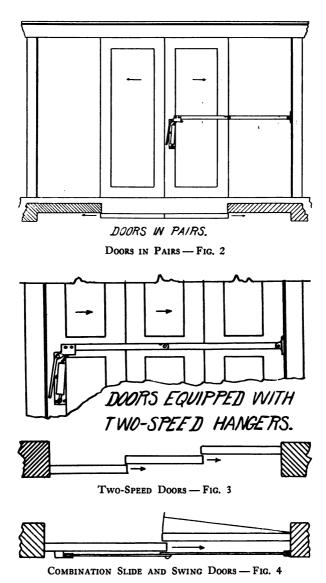
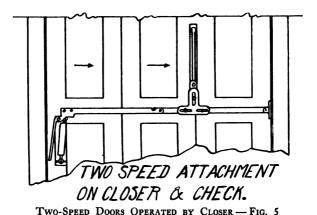
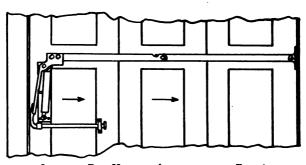


Fig. 5 shows the doors operated at two speeds by the closer. This method does away with the two-speed gearing arrangement in the hanger and gives a very nice, quick-acting, positive, noiseless door closing outfit.

Fig. 6 shows how a bar handle can be attached, bringing the handle control closer to the operator when a wide opening is used.

Fig. 7 shows the key and outside opening device with which the closer can be equipped so the door can be opened from the corridor side.





Showing Bar Handle Attachment - Fig. 6

Fig. 8 shows how the door holder device is attached to the car and the door.

The catch is attached to the door. When the doors are fully opened this catch engages the keeper on the floor of the car and holds the doors open. The catch is automatically released when the car leaves the floor, allowing the closer and check to close the door.

The No. 743 R-W Ideal Elevator Door Closer and Check is very attractive in appearance, regular finish is polished brass; dead black finish or other finishes can be furnished on application.

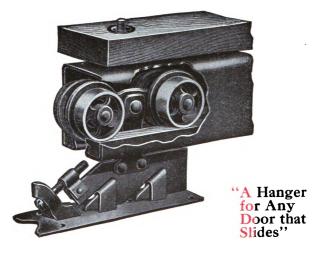
ECONOMICAL ADVANTAGES

Slide vs. Swing Doors

A SLIDING door is no more in the way than a wall. No valuable wall or floor space is wasted "behind the door" as is the case with swing doors. And the swing door requires a considerable amount of space in which to open.

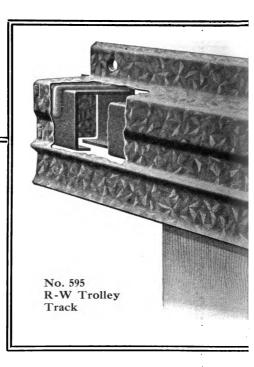
No. 221 R-W Advance House Door Hangers

These center hung, ball-bearing hangers operate noiselessly in wood-lined track. Doors hung the R-W way do not sag and get out of plumb.



No. 495 R-W Trolley Track

This is No. 31 type trolley track with galvanized shield. Sold assembled with brackets and shield attached to track in 4, 6, 8 and 10-foot lengths.



Double P

Long use and experience has proven the types, the most satisfactory. This type trac proof and trouble-proof.

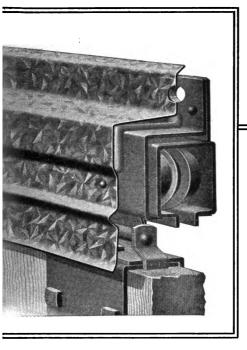
From a mechanical standpoint the perfectype—used only in this type trolley track.

This track, perfect in itself, protected by track and extending down over top of the d

Shipped assembled, shield and brackets a

"A Hanger for Any Door that Slides."





No. 595 R-W Trolley Track

This is No. 35 type trolley track, with galvanized shield. Sold assembled with brackets and shield attacked to track in 4, 6, 8 and 10-foot lengths.

rotection

oox-shaped trolley track, No. 31 and No. 35 protects the hangers, is bird-proof, jump-

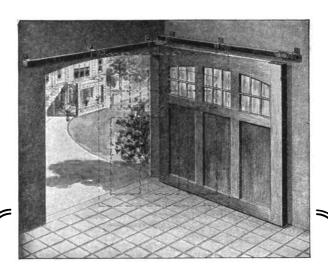
t design for a door hanger is the center hung

a galvanized housing or shield covering the por, makes the best storm-proof outfit.

itached, ready to erect.



The Best Track
Weather-proof—Bird-proof
Jump-proof—Trouble-proof
Insures Satisfaction



Let Us Hang the Garage Doors

HE R-W line of garage door equipment is complete, contains an outfit for almost every condition. The above door arrangement is very popular and does its work to the satisfaction of every user.

This shows the use of R-W No. 235 Ball-Bearing Hangers, where for lack of room, right angle doors are advisable. Hangers have vertical adjustment, metal wheels.

For doors 12-2 inches thick use No. 31 Trolley Track For doors 22-3 inches thick use No. 33 Trolley Track

No. 235-1 —Four-wheel Hanger for No. 31 Track
No. 235-11—Four-wheel Hanger for No. 31 Track
No. 235-2 —Four-wheel Hanger for No. 33 Track
No. 235-2 —Four-wheel Hanger for No. 33 Track
No. 235-3 —Two-wheel Hanger for No. 31 Track
No. 235-4 —Two-wheel Hanger for No. 33 Track
No. 235-5 —Four-wheel Knuckle Joint Hanger for No. 31 Track
No. 235-5 —Four-wheel Knuckle Joint Hanger for No. 23 Track No. 235-6 - Four-wheel Knuckle Joint Hanger for No. 33 Track

Hangers No. 235, Nos. 1 and 2 furnished Knuckle Joint for ends of door when used on curved track. Hangers No. 235, No. 5 and No. 6 used only on hinged doors over joints.

Direction for Ordering No. 235 Outfits — Give size of opening, if one or two doors. Distance doors lap on jambs. Distance between jamb and wall. State thickness of doors. If double doors, do they slide right and left, or both one way. Always send sketch of floor plan with above dimensions inserted.

Hanger for Any Door That Slides



Send for Copy of No. 12 Catalog



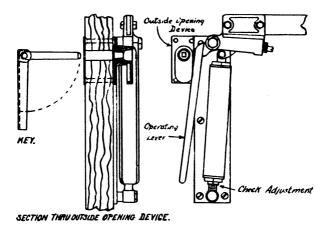
Reversible for right or left-hand doors.

Jamb bracket, as shown, regular, but special attachment member can be furnished, if required.

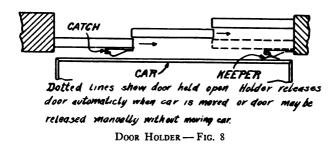
Information required when ordering or asking for quotation:

First — Distance from where jamb bracket is attached to front edge of door to which closer is attached.

Second — Width of stile of door to which closer is attached.



DETAILS SHOWING KEY OPENING DEVICE FROM CORRIDOR - Fig. 7



Third — Whether door laps jamb or fits flush with it.

Fourth — Whether doors are made of wood, hollow metal, iron, Kalamein or wire.

Fifth — Whether jamb bracket is to attach to wood, metal or masonry.

N MARCH 6th, W. K. Morison & Co. had a party, the official opening of their new store, in honor of three sixtieth anniversaries, — the sixtieth anniversary of the birth of W. K. Morison, owner and manager of the business since 1888. Sixty years ago the business was started in St. Anthony by John S. Pillsbury and sixty years ago the father of Mr. Morison began the career of the family as hardware merchants at Belfast, Maine.

It is a matter of history that the hardware business founded by Mr. Pillsbury in 1855, when the town of St. Anthony was a trading village, was really the beginning of the flour industry which has made Minneapolis famous as the greatest breadproducing center in the world. Mr. Pillsbury was associated



W. K. Morison & Co., 15-19 So. Seventh St., Minneapolis, Minn.

with A. S. Cross and Woodbury Fiske in the hardware business which was begun near where the Pillsbury B mill now stands. Later it was traded for a small flour mill and this was the beginning of the great Pillsbury Mills.

Began in Maine

A. J. Morison became a hardware merchant in Belfast, Me., the year his son, W. K. Morison, was born. This business was successfully carried by father and then the son until 1888, when W. K. Morison came to Minneapolis. On arriving in this city Mr. Morison purchased a half interest in the retail business conducted by Janney, Semple & Co., at 107 Nicollet Avenue, a continuation of the business founded in 1855 by Mr. Pillsbury. In 1892 he took over all of the Janney, Semple Company interest. In 1900 he moved to the Goodfellow store at 247-9 Nicollet Avenue, conducting the largest retail hardware business in the Northwest. The arrangement of the store and display of goods made it one of the finest equipped in the United States. Hardware men from all parts of the country

came to see the arrangement which gave it the name of being the finest store of its kind in America.

The business continued in this building until recently when Mr. Morison purchased the new store on Seventh Street.

Handsomely Equipped

At present the store is handicapped on accout of room, but in a year all the ground floor and basement, 46 feet frontage and 72 feet wide in the rear, extending 159 feet to the alley, will house the business. Mr. Morison purchased the building and



Twelve Years at 107 Nicollet Avenue



FIFTEEN YEARS AT 247-249 NICOLLET AVENUE

has a 100-year lease on the ground. Several new lines will be added to the already handsomely equipped store as soon as more room is available.

Part of Mr. Morison's early boyhood was spent as a sailor before the mast of an American ship. That was nearly forty years ago. On his travels he visited Russia and Denmark. Later in life he traveled extensively, covering Europe, Egypt and a trip through the Sahara Desert.

On Co-Operative Plan

The new store will work in part under a co-operative plan, which will give many employes shares. Mr. Morison's nephew, Alton B. Jackson, and older employes will soon assume the burden of the business.

Besides managing this business for nearly three decades, Mr. Morison has found time to enter many fields of outdoor sports. He achieved much notoriety as a balloonist, has put to good use his knowledge of seamanship by yachting. He is also good at golf and has driven an automobile over much of this country.

The opening of the new store was an occasion for a gathering of most of the business men of pioneer days at the Morison store. Music and refreshments were furnished during the day.

"Advantages of Sliding Doors in the Home"

We Talk the Advantages of Sliding Doors to Our Hardware Customers Thusly:

First — Sliding doors are space saving. In the ordinary residence, ten per cent of all the floor space is made useless by the swing of doors,—unless sliding doors are used.

Second — Sliding doors are safe. There is no danger of dented plaster, marred furniture, or broken noses, where sliding doors are used.

Third — Sliding doors are beautiful. They harmonize with the other woodwork. Each side of the door can be veneered in a different wood to match the finish of its room. (With hinged doors the woods don't match when the door is swung open.)

Fourth — Sliding doors are healthful. They permit exact regulation of ventilation, as doors can be opened any desired amount.

Fifth — Sliding doors are convenient. They are hung on improved ball-bearing hangers and work easily and noiselessly. Improvements in door hangers have kept pace with the best building refinements.

Sixth — Sliding doors make modern interiors comfortable and satisfactory. For the wide doorways found in the latest house designs, sliding doors are best. They are present only when wanted, and can be rolled out to cut off drafts and separate the rooms when desired.

Husband (at breakfast table)—"Oh, for some of the biscuits my mother used to make."

Wife (sweetly)—"I'm sorry you have not got them, dear. They would be just about stale enough by this time to go well with that remark."

Silas—"The fishing is very good here. A bass was caught yesterday weighing nearly four pounds."

Hank-"Who caught him-Bill Yapp?"

Silas—"Heavens, no! If Bill had caught him he'd have weighed nearly eight!"

Sergeant-"Halt! You can't go there."

Private Murphy—"Why not, sir?"

Sergeant—"Because it's the general's tent."

Private Murphy—"Then, bedad, what are they doing with 'Private' above the door?"

Alice—"Why are you taking up Botany?"

Kitty—"Because my fiancee is interested in a plant of some kind, and I want to be able to converse intelligently with him about his business."

Harry—"I suppose if I kissed you, you would never speak to me again?"

Harriet—"Why do you always look on the dark side of things?"

"I am going to sell kisses at the Charity Fair. You'll buy some, won't you?"

"I guess so," said the young man. "Are you distributing any samples?"

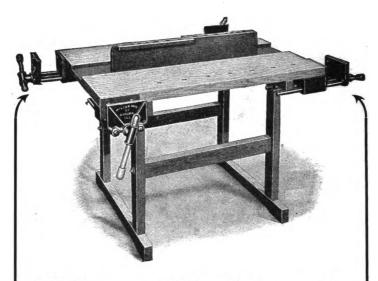
"You must promise me one thing before I will consent to marry you."

"Anything!"

"You must spend as many evenings with me after we are married as you do now."

"Seems to me these stockings are rather flimsy," said the man who was shopping for his wife. "Will they stand much strain?"

"Well, I don't know," responded the clerk dubiously. "Will they—er—be extra well filled?"



When a Workbench is Needed

IN THE manual training school, the home or the work-shop, a handy bench and a good vise or two are needed. Good workmen require good tools—why not see that your customers have the best?

R-W Manual Training Benches and Vises

The frame and top from selected kilndried hard maple, filled and varnished. More easily assembled than any other type.

Can be had with one, two or four vises, or plain without vise.

Let us explain our proposition.





MANUFACTURING CO. AURORA, ILL. U.S.A.







SEPTEMBER, 1915

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Honesty's Results Prove Honesty's Claims

HE truth happens; it can't be invented. Honesty does not contradict itself tomorrow. Honesty serves you and ourselves, because it "works out" always. Drawing a false map does not change the boundaries. False promises are false maps. Honesty is the true condition. Honesty is not a religion, but good business.

Honesty in men and honesty in goods are similar. Chalk and water won't make cheese, and promises won't make goods honest. Use proves honesty, and we profit most as more people use our goods.

Dishonesty paints wood black and calls it iron. Use puts the promise to test. Honesty always welcomes the test, because it proves itself.

A pump stuck in the ground isn't a well. The general appearance of goods isn't their value. Honesty never fears being put on trial. It vindicates itself. You can't call paper sheet iron and make it fire-proof. Honesty isn't a name; it's a condition. The culprit who pleads "not guilty" rarely fools the jurors. False claims seldom fool users. Honesty profits most before the court of your own experience.

A green light cannot show from a semaphore until the road is clear and safe. Honesty is a green light. It proves safety and satisfaction in operation.

Honesty in goods means honesty in raw materials, workmanship and service. Honesty is not a "cross-breed" but it is a "pure strain."

Honesty costs least because it does everything expected of it. Honesty, therefore, is genuine economy.

You judge men by their deeds—goods by their results. Honesty is known by results.

Honesty makes men welcome on their second visit—and endorses goods to those who contemplate buying. Honesty pays the consumer in use, and pays the sellers in patronage.

Honesty is like success—like dreams come true. It exists—and everybody concerned with its existence is aided. We believe in honesty not merely because it helps you, but because it helps you help us. Honesty is not only the best policy, but the only policy that pays.



FOR SEPTEMBER, 1915

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr.	85 Walker Street New York City
Lee Mighell Vice-President	15 East Lake Street Chicago 50 North Sixth Street Philadelphia
Milton D. Jones Sec'y & Treas.	132 Pearl Street Boston 1735 Boatmans Bank Building . St. Louis
P. L. Hoffman Superintendent	321 Plymouth Building Minneapolis
The Richards-Wilcox Canadian Company, Ltd.	London, Ontario

D. M. KAGAY, Editor

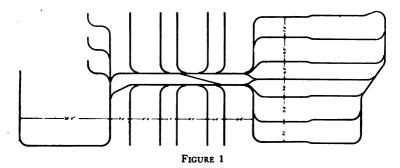
Handling Material with R-W Overhead Trolley and I-Beam Carrying Equipment

HEN you can show your client how some arrangement of, or equipment added to his plant will save him money in its operation you are putting a big feather in your cap.

In every factory, foundry, warehouse, machineshop the handling of material in the process of manufacture, raw material and the finished product is an item of considerable expense. Trucking and industrial railways are some of the means of transportation employed, but the floor space needed, the wear and tear on the floor, the waste motion and lack of efficiency and the manual labor required in their operation are cost producing items which many an employer would like to avoid.

Overhead carrying systems, where conditions, construction and plan of handling products allow, are the most satisfactory and economical transpor-

tation methods. It takes all this space-using work off the floor, where space is at a premium and suspends it from the ceiling where there is plenty of space, no floors to wear, the load can go but one way as laid down by the factory superintendent



and not being left to the will and pleasure of the truckmen to cart all around the plant on a time consuming cruise before reaching destination.

Following are drawings from blue prints of a few of the overhead trolley and I-beam carrying systems we have installed.

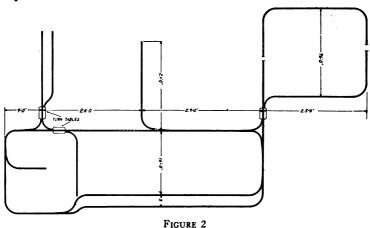


Fig. 1 is an overhead trolley system erected for the Studebaker Corporation, Detroit, Mich., by Palmer-Bee Co., using 600 feet No. 175 R-W Trolley Track and twenty-two No. 933 two and three-way switches.

Fig. 2 is an overhead I-beam system in the E. I. Dupont De Nemories Powder Co. plant at Pomton Lakes, N. J. Uses 500 feet of 5-inch I-beam, 1,000-pound capacity. Is attached to wood frame overhead construction, and shows No. 911 two-way switches and three special turn tables. Takes

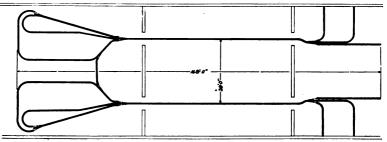
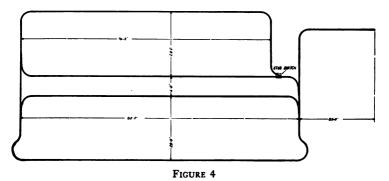


FIGURE 3

the raw product and transfers the material in process of manufacture. In a powder plant careful handling is absolutely necessary—hence a smooth running overhead system.

Fig. 3 is a trolley system in Kellogg Toasted Corn Flake Co., Battle Creek, Mich., plant, erected by Palmer-Bee Co., Detroit. No. 175

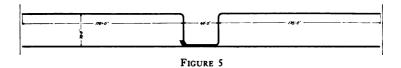


R-W Trolley Track, thirty-six No. 100-11 R-W Trolley Carriers and eight No. 933 two and three-way switches used.

Fig. 4 is a trolley system in the Maxwell Motor Co., Dayton, Ohio, plant. No. 75 R-W Trolley

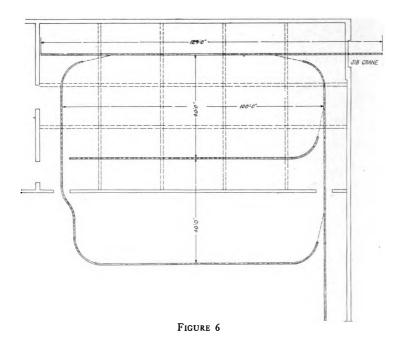
Track, one No. 932-2 stub switch and four No. 931 two-way switches were used.

Fig. 5 is trolley system placed with the North British Lifting and Moving Appl. Co., Ltd., Glasgow, Scotland. Used 850 feet No. 175 R-W

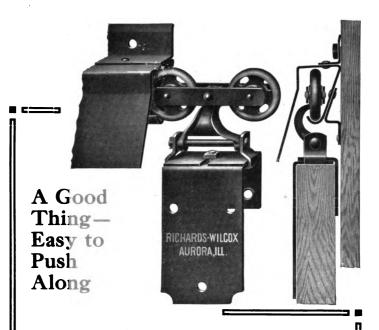


Trolley Track attached to a special I-beam overhead construction, requiring 350 special I-beam brackets.

Fig. 6 is an I-beam system in the new Crane Company building, Des Moines, Iowa, erected by



Chas. Weitz Sons. Used 12-inch I-beam, two-ton capacity, attached to reinforced concrete beams. A jib crane extends beyond the building over the railroad track to load and unload directly from CONTINUED, PAGE 9



For those who prefer this type of weather proof barn door hanger and track we can strongly recommend the

799 R-W Selmore Trolley Barn Door Hanger

Track, No. 1 size 16, No. 2 size 14 gauge steel, No. 695 type, furnished in 4, 6, 8 and 10-ft. lengths. Track fits tight against the building (see sectional view of hanger). The outside of track extends below top of door, making same weather and bird-proof. Top of track is inclined away from building allowing it to shed water.

Hanger wheels, gray iron, lathe turned, No. 1 size $2\frac{1}{4}$ inches, No. 2 size 3 inches diameter. Bearings, steel rollers. Finish, black enamel or galvanized. Adjustment, lateral only. Flexible joint. Apron, hinged. For doors $1\frac{3}{4}$ to 2 inches thick.



"A Hanger for Any Door that Slides"





It's R-W Hangers —the "Trouble

This may well be your store—t

We are giving your customers, r from the shoulder Door Hanger in their favorite magazine.

We're telling of the many de R-W—hammering home the fa out-class any other hanger on the

This advertising is creating a bi demand must be supplied, for the hammered home and insists on g

WHY NOT STOCK A FE



Proof" Kind— That They Want

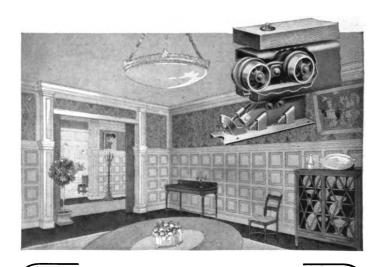
e R-W Hanger store in your town.

ght in your sales territory, straight alk every week and every month

sirable features embodied in the that Richards-Wilcox Hangers market.

demand for R-W Hangers. This customer has had R-W superiority tting that kind.

W R-W HANGERS NOW?



For Your Home

WHEN building your home you would naturally give time and study to the planning, the kind and quality of material to be used—and when it came to the hardware you would be the deciding judge yourself, because you know hardware.

What you would do in your own interest you should do in your customer's interests. Your customers will soon realize that you are giving them the advantage of your extensive experience on all hardware questions and that your judgment is worth money to them—and will respond by making their purchase from you.

When door hangers are needed remember the long experience of the R-W Organization is at your service.

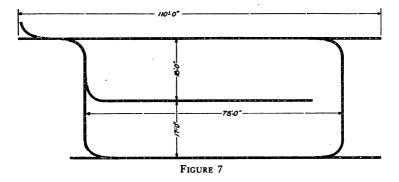




MANUFACTURING CO. AURORA, ILL. U.S.A.

"A Hanger for Any Door That Slides." the cars. Jib is hinged and counter-balanced so can be thrown up against the building when cars are moved.

Fig. 7 is an I-beam system, an addition to system already installed with Hess-Hopkins Leather Co., Rockford, Ill. Used 8-inch I-beam, two-ton capacity, suspended from concrete ceiling in vat room, about 3-foot drop. This system used in



transferring hides from cleaning room to vat room, and vat to vat in different steps of tanning process. Arranged so extension can be added without disturbing system.

For loads up to 3,000 pounds the trolley system answers the need, but for heavier loads or where conditions are such that the supports must be a considerable distance apart the I-beam system is preferable.

Overhead systems have proven just the proper arrangement in bed-stead and bed-spring factories, in the dipping and drying departments of manufacturing plants, where the material to be handled is of an inconvenient size or shape for trucking, in foundries and shops, where the material is of a nature easily spoiled or wasted by overflowing when roughly handled.

Overhead carrying systems will reduce the cost of manufacture and increase the profits — for your clients.

THE lure of the city has been the cause of so many of the young people leaving the farm and the small country towns—so 'tis said. But probably the true reason is they have not had the opportunities and advantages of the small town properly impressed upon them.

There are so many prosperous business establishments in the thousands of small towns scattered over the country — the manifold opportunities of the coun-



LYNCH HARDWARE Co., FRANKLIN, NEBRASKA

try towns are so self-evident — it is a wonder the cities have a chance to get the observing young people.

A very striking example of what can be done in a small town is shown in the case of the Lynch Hardware Co., of Franklin, Neb. This town can only boast of about 1,000 population, but it is located in a fine agricultural section of southern Nebraska.

But even if the town was small, Mr. Lynch saw the opportunity. The people of Franklin and surrounding country need hardware, tinwork, furnaces, etc.—so he undertook to supply them. That the people have responded to his efforts to give them full value for their money is evidenced by the well arranged, clean stock, prosperous appearance of his store. Mr. Lynch is at the right of the picture.

In deciding on lines to handle Mr. Lynch found the R-W hangers and grindstones were what his trade demanded.

He handles them exclusively.

HERE are many times in planning a building, that its purpose and requirements necessitate door openings of unusual width and height. This means that the doors to close these openings must be very large and heavy, and hangers and track designed and made for such heavy work.

The Sheffield Farms, Slawson-Decker Co., are one of the largest dairy concerns in New York City. In their various buildings located in the city they have many heavy door problems to contend with.



SHEFFIELD FARMS, SLAWSON-DECKER CO., NEW YORK, N. Y. F. O. ROOKE, Architect—RALPH HORTON, Gen'l. Contractor

In the building illustrated, which is located at One Hundred Sixty-sixth Street and Webster Avenue, New York City, there are in use five sets of No. 123½ B R-W Victor Ball-Bearing Door Hangers and No. 33 R-W Trolley Track. As these hangers are made for doors weighing approximately 800 pounds, some idea may be gained of the heavy door problems they meet.

Just a recent installation was hangers, track and brackets for an opening, double doors, each door measuring 12 feet by 14 feet by 4½ inches thick.

The Advantages and Conveniences of Sliding Doors in the Modern Home

The advantages and conveniences of sliding doors in a modern home are numerous.

First — Several rooms can be made into one large room on occasions when one wishes to do so, by opening the sliding doors.

Second — Saving of space in the rooms, the doors opening between the walls.

Third — No squeaking of hinges.

Fourth — May be left open part way without danger of slamming.

Fifth - No wall door-stops required.

Sixth — No draft or dust made in opening or closing.

Seventh — Furniture can be moved from one room to another without marring.

Eighth — Danger of children getting fingers pinched eliminated — as well as grown persons — while shutting the doors.

Ninth — No danger of bumping into the sharp edge of open doors while walking in the dark.

Tenth — The Richards-Wilcox sliding doors, having steel ball-bearings are noiseless, and are the most serviceable and economical door hangers in the market, without exception.

Eleventh — For the looks, they are worth many times the small extra cost — over the unsightly swing doors — besides the advantages and conveniences.

Twelfth — Rooms entirely opened up are more easily heated from other rooms, eliminating the draft occasioned by the opening of an old-style door.

Thirteenth — In all, the sliding doors, opened up, beautify the home and everything can be seen in the rooms, making the house seem much larger, and be closed when required.

"Heavens!" shrieked the heroine, "I am undone."

"Let's go at once, James," whispered the lady from Manayunk, "I ain't goin' to watch no disrobin' act."

Mistress—"Why have you put two hot water bottles in my bed, Bridget?"

Bridget—"Sure, mum, wan of thim was leaking, and I don't know which, so I put both in to make sure."

Call on a man of business in the house of business, only on business. Transact your business, go about your business and give a man time to attend to his business.

After a young man rings a girl's door bell about so often it's up to him to ring her finger.

She was very much in love with him, and one evening, while they were alone, she asked:

"Frank, tell me truly; you have kissed other girls, haven't you?"

"Yes," replied the young man, "but no one you know."

"Struck a barber yesterday who didn't want to talk baseball or war or prize fights or horse racing."

"His address, please?"

"It was a lady barber."

Mrs. Lovewett (at 2 a. m.)—"Where have you been?" Lovewett—"Just fell in wiz an ol' frien,' m'dear."

Mrs. Lovewett—"Fell in, eh?" I believe you. You're soaked."

"Sadie, what is a gentleman?"

"Please, ma'am," answered the well-bred child, "a gentle-man's a man you don't know very well."

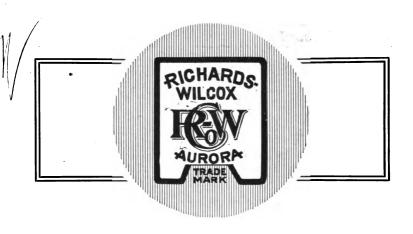
Pa—"Lizzie, after that young man said good-bye, did I hear the sound of osculation?"

Lizzie—"I don't know, pa; maybe it was his motorcycle you heard."

"Jane, what time is it?" called down the irate father.

"I don't know, pa. The clock isn't going."

"But I am," spoke up the young man, who could take a hint.



Hundreds of Barn Doors

In your trade zone are waiting for those trouble proof, jump proof, bird proof

R-W Barn Door Hangers

Whatever the need, if the doors can be sliding doors, a hanger to suit can be found in the R-W Line, for it includes

"A Hanger for Any Door that Slides"







OCTOBER 1 9 1 5



A Business Men's Sunday

ROFITABLE Storekeeping has inaugurated a campaign for the adoption of the second Sunday in October each year as Business Men's Sunday. Concerning the proposition the editor says: Have you ever thought what your community would be like if it possessed no churches and no schools?

They do help make a place worth living in, don't

they?

They do make property safer and worth more

money, don't they?

They don't accomplish this by just being there. Merely having a school house at one end of Main street and a church at the other will not help a village in one way or another. There must be somebody at work in those buildings promoting the things for which churches and schools everywhere stand.

So, you see, you cannot but admit that your

churches are doing something for your town.

Is there any logical reason why the business men of the community, the men whose business success depends upon the success of the community itself, should not stand behind the schools, the churches, or any other force that is working to better local conditions?

Doesn't the morally cleaner town have the cleaner financial reputation and the highest average per capita bank deposits?

You know plenty of families whose monthly bills are paid when they are presented who would not care to stay in a churchless community.

You know farmers who estimate the value of a farm by its distance from a properly churched and

schooled village.

You know that when you are picking out employes you naturally feel more confidence in the young fellow who has been brought up in the church by a church-going family.

All this and more being true, isn't it good business for you and for your fellow merchants and professional men to stand behind the local churches?

We believe that the celebration of a Business Men's Sunday every fall, by the clergy preaching special sermons of interest to business men, by their getting business men to preach lay sermons in their pulpits, by their asking commercial clubs and merchants' associations and clerks' societies to attend services in a body, is bound to result in a more closely united community in every instance.



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D. M. KAGAY, Editor

How R-W Accordion Doors "Increased" Floor Space

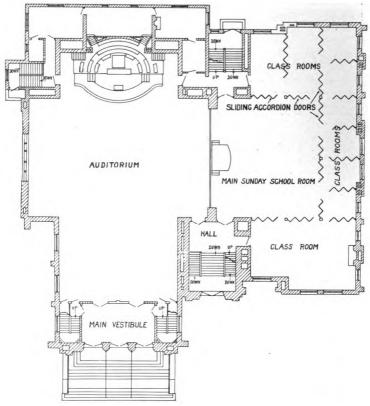
HE plan of interior arrangement of churches is undergoing a change. The trend is toward making the interior open and free from immovable walls and partitions for large gatherings and still be able to divide some of the large rooms into small class-rooms.



CHURCH, BROOKLYN, OHIO

One of the most satisfactory methods is by installing folding partitions, using R-W Sliding Accordion Folding Doors, as illustrated in this article.

For the architect, carpenter or contractor we have prepared a complete set of blue prints, giving installation details. These blue prints are valuable and should



FIRST FLOOR PLAN

be in the hands of everyone doing church work. A request will bring them to you, free of charge. The following information will be of value to you.

Number of Hangers Required—Four-wheel hangers are preferable, and when used one hanger is applied to each alternate door beginning with the door farthest

from half-door. Our No. 135 or No. 335 Hangers are suitable for this purpose, and will be found absolutely reliable and satisfactory. If it is desirable to install a hanger on each door a two-wheel hanger is, of course, necessary, and we can highly recommend our No. 137 Hanger for this purpose.



A Section Showing Door Open

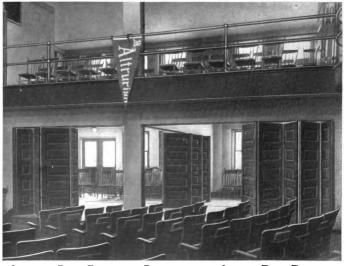
Track brackets should be spaced 2-foot to $2\frac{1}{2}$ -foot centers, according to weight of doors. First three brackets over half-door should be spaced 1-foot to $1\frac{1}{2}$ -foot centers.



SHOWING DOORS CLOSED

Full Sized Doors—The width of full size doors and half-doors depend upon the size, style and location of butt, thickness of doors and size of hanger used.

Hinges—Care should be used to set hinges on same door exactly in line. Loose pin butts are preferable, but tight pin butts may be used when it is desirable to fold doors compactly as possible.

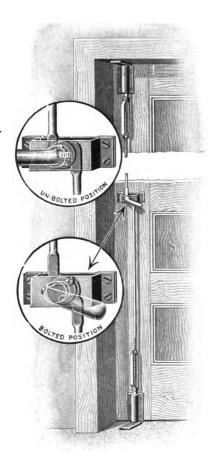


SHOWING FIRST FLOOR AND BALCONY WITH SLIDING DOOR DIVISION

Hangers—Use one No. 135 or No. 335 Hanger on every second door beginning with door farthest from half-door. For No. 137 hangers use one hanger on each full size door. Half-doors do not require hangers.

To set hangers, hinge doors together, fold them and strike a center line across top of all doors. Attach hangers on this line so that pendant is on the exact center of door, considering both width and thickness.

Further information contained in working blue prints and special literature which will be sent on request.



Burglar Insurance at Small Cost

This lock is used with great satisfaction with our No. 435 R-W Sliding, folding Garage Door outfit illustrated on nextpage. It is adjustable for doors of various heights—adjustment is positive and securely locks.

No. 517 R-W Top and Bottom Bolts for Garage Doors

Made in Three Sizes

Locks doors at both top and bottom with one movement of lever handle.

So constructed that when bolted or unbolted the ends of connecting rods, where attached to the lever handle are off center so that bolt maintains its position by gravity and cannot be changed except by moving the lever handle.

Buy Your Door Locks from Richards-Wilcox

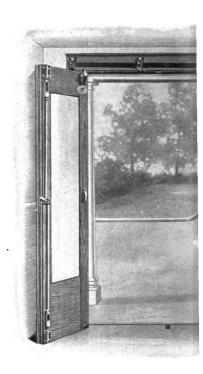






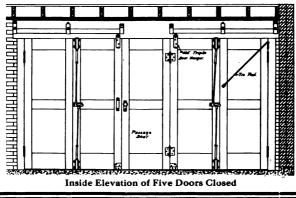


No. 271 Floor Guide with No. 301-72 Bumper Shoe



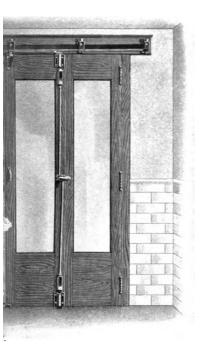
Keeps the T

Here are some good selling argume installed occupy less room when open in cold wheather due to close flush fit,—a common fault with side hinge doors,—is almost unavoidable with a wide swir door with five or six door outfits,—Allow architecture used on residence. Detail bl



No R-W Fo Gare







No. 435-E End Bracket



No. 435-I Intermediate Bracket



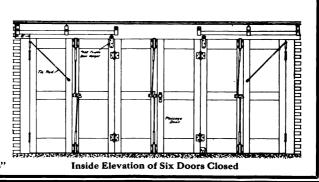
No. 435-C Center

Veather Out

hts for this desirable outfit. Doors so han single swinging doors—a heat saver Doors will not sag under any condition, Prevents warping of doors at top, which g door,—Provides a nice front entrance s use of doors corresponding with style of ue prints and full information on request.





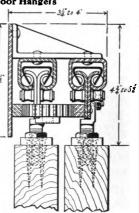




No. 728-1 Ideal Elevator Door Hangers

Easy Running

The load of a door when equipped with Ideal Hangers is always equally and evenly distributed over a long section of track, and this not only insures smooth, steady motion, but easy running qualities. It also preserves the life of the track, as there is no excessive load applied at any one point.



CROSS SECTION

R-W Ideal Elevator Door Fixtures

Ideal Hangers - Length of hanger is equal to the width of door, providing a long bearing. The weight of the door is carried on two rows of 1/2-inch high-duty steel balls, kept an equal distance apart by a retainer. Limit rollers provided to prevent doors from jumping or raising.

Ideal Track — Track is a rectangular shaped tube made of very heavy gauge steel, and is drawn to form two parallel runways for steel balls upon which hanger rolls. (See cross-section). Length of track equals entire width of opening or run of

doors. Is dust and dirt proof.

Detail blue prints and full information on request.



No. 727-1 R-W Ideal Elevator Door Hanger

HY is it a fact that while men will wish for opportunity, bemoan their luck because she never comes their way, they will not stay in one place long enough to give her a fair chance to catch up.

Opportunity, like a raise in salary, waits for some proof of worthiness or conscientious effort, before bestowing her favors.

A good many years ago the old firm of Field & Robb conducted a hardware business in Sharon, Wis. About fifteen years ago Chas. Goelzer started to work for



CHAS. GOELZER, SHARON, WISCONSIN

this firm. Being a good worker, keeping his eyes open and applying himself to his duties, he developed into a first-class tinner and plumber.

After a time he went into partnership with Robb's son, and later he took over the business himself, operating under his own name.

Like most successful merchants, Mr. Goelzer finds that goods that are advertised, known to the user, sell easier, are more dependable and consequently give more complete satisfaction.

Mr. Goelzer handles Richards-Wilcox door hangers, track and grindstones.

VERY business man should realize the direct benefit to himself and his trade that advertising brings about. Here are two things which should have serious consideration by every man in business:

First — That advertising decreases the cost of things; that it increases qualities and standardizes qualities; that its public benefits are obvious.

Second — That the public, for the most part, and in fact, a great many business men — and even some advertisers — either do not recognize these facts, or simply take advertising on faith.

Advertising must, first of all, be a servant of the people — or nothing. It must help the public.

And it does.

Manufacturer as Example

The advertising manufacturer through advertising, is able to speed his sales, lessen the time and effort for his salesmen to sell his goods. This makes the same investment in salary and expenses for his salesmen produce greater results — cost less for each sale.

The buyer knows that a poor product cannot be successfully advertised. He buys because he is convinced by the advertising that it is bought and sold elsewhere, and he can buy with the expectation of profitable sale.

Advertising multiplies the demand, thus making it possible for the manufacturer to buy raw material in larger quantities at quantity prices—which saving is given the buyer in prices.

Proof of this reduction in price on account of increased demand is seen on every hand — food stuffs, clothing, hardware, recreation and sporting supplies everywhere. The price is not only reduced but greater value is put into the article sold at the reduced price.

Retailers Case Similar

The retail merchant has a certain fixed overhead expense in rent, insurance, light and heat bills, and these and other charges continue, whatever his volume of sales may be.

Advertising increases his volume of sales and

enables him to make more profit without increas-

ing this overhead expense.

People buy more or less voluntarily. They are inclined to put more faith in what the sales-people say about the goods because they have learned to rely upon advertisers. It takes less talk and, therefore, saves time on the part of the sales-people.

The advertising merchant can buy in larger quantities, obtaining a better price and keep his

stocks up better and more seasonable.

Goods Must Be Right

An advertiser cannot afford to make poor goods and once he has established a reputation, he must live up to it constantly, so that advertising is a sort

of continuing guarantee of quality.

Suppose, for example, you buy a dozen pairs of door hangers and a hundred feet of track manufactured by a company of which you had never heard. At the time you made the purchase you realized you were taking a chance. About the only reason you took the chance was a lower price. If the hangers do not come up to what your customers have grown to expect of goods bought from you, not only the extra "profit" you figured on is lost but your reputation has received a big dent.

How Publishers Help

The great publications of the country, including most reliable newspapers, are extremely cautious about accepting the advertisements of people until they are absolutely certain the goods advertised are of good quality, price considered.

The publications have a strong motive. They want people to have confidence in the advertisements in their columns — they know an inferior article advertised in their columns is no credit to them and will not "pay out" for the advertiser.

The publications realize that a journal is no better than its worst advertisement. They realize that one misleading advertisement will hurt every other advertiser in their columns, as well as their readers.

Advertising has a good case. It is a remarkable public benefit — a benefit to be taken advantage of by every man in business.

Some of the Advantages and Conveniences of Sliding Doors in the Modern Home

YOUR home is beautiful, but tell me why you used sliding doors instead of openings? Collonade openings are so much nicer."

"Well, doors are much more convenient, and I can get the same effect as you have, by opening all of the doors."

"You've got to show me where they are convenient."

"All right. When we sweep we can keep the dust and dirt in the room where we are working, — you can't.

"When we have company for meals, the meal is all ready to serve and no one sees it until we open the doors, and when the meal is over we don't have to witness the 'clean up,'—you do. Your dining table is in plain view all the time.

"If the boys are playing billiards, and the noise bothers us, close the doors, and you don't know they are there.

"If Deacon Jones or the Rev. Dr. ——— comes while we are playing cards, close the library door and the Deacon is none the wiser.

"If the kids get too noisy, or Mary and her beau too spoony, shut the door.

"Go into the library, shut the doors, and we can read or write, and talk don't bother us.

"If----"

"That's enough; I guess you are right, but I never saw a door that would always slide."

"That's what John said until we got these. They are 'Richards-Wilcox Trolley Hangers,' and certainly work fine. We used these wherever we could in place of swing doors, so as to save wall space."

"Well, I think we'll use them next time."

"How do you like your new cook?"

"Why, professor, how did you know that I-

"I noticed a strange thumb print on my soup plate."

"Don't you and your wife ever contend for the last word?" "No," replied Mr. Meekton, glumly; "there isn't any such thing. I simply close the sliding doors."

Helen—"When I grow up and get married I'm going to have a lot of children."

Mary—"I'm not; I'm going to marry a bachelor."

Lover (passionately)—"Sir, I love the very ground your daughter walks on!"

Father (grimly)—"No doubt you do—it's worth \$200.00 a

front foot.

Arthur—"I can support you in the style to which you have been accustomed."

Evelyn-"Won't do. I'm not satisfied with the style to which I've had to be accustomed."

Maud-"Were there any marrying men down at the beach this summer?"

Ethel—"Yes; a couple of parsons and a justice of the peace."

"I hear the sea captain is in hard luck. He married a girl and she ran away from him."

"Yes; he took her for a mate, but she was a skipper."

Father—"How's your ball team making out, Jimmie?" Small Son—"Great, pop! We've got bats, balls, masks, uniforms and an imitation diamond ring that we take turns wearing."

"Ma," began Rugger, junior, trying for the sixth time to say something.

"Tommy," she replied sternly, "didn't I tell you not to interrupt Mrs. Cackle and me? Wait until we have finished."

"But, ma, I want to say this today!"

Crawford—"You can't reason with a woman."
Crabshaw—"I never try. It's much easier to show her the advantages of sliding doors."

"That big financier boasts that he can take every man's measure."

"I suppose, but let him try to sell a satisfactory garage door outfit using hinged doors."



MANY buyers object to price because they do not like to pay for names. They do not reason that names are popular because service and experience have made them so.

To keep up the name means constant improvement in facilities, equipment and working forces; insuring quality by using the best of the best raw materials, — and then testing the goods after they are made.

These are the things that enter into a name.

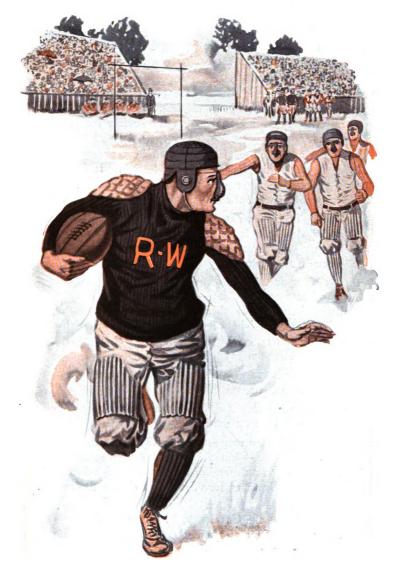
A name for goodness or fairness attracts names.

Buyers must eventually look for names. These names are guarantees, and prove to the careful buyer that he is getting full value for his money.









NOVEMBER, 1915

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Value Is Weighed on the Scales of Usefulness

THERE is a standard of weights and measures that does not employ tons, pounds, ounces, rods, yards, feet or inches. It is the standard of Value and Use. The inch-rule or yard-stick may determine the dimensions of an article—just as feet, inches, pounds and ounces may determine the size of a man. But there is something in goods and something in men that ordinary weights and measures cannot judge.

Just as many geniuses were physical cripples, so are many MERITS in goods less showy than lesser merits. There are things that the surface may not reveal.

The value of tea is determined by tea-tasters—not by the microscope, scale or feeling. It is the TASTE that gives tea its value, because the taste is the *proof* of what the tea is in reality.

Use decides what pre-purchase arguments can never decide. It is the BALANCE that weighs VALUE, and that says what is worthy, commonplace or unworthy.

Few articles tell their entire story in color, size or other outward signs—just as few men disclose their characters by their appearance. Pictures of famous men might often easily be mistaken for rogues' gallery exhibits, and pictures of notorious criminals frequently suggest mild personalities.

But the LIVES of men and the USE of goods will DISCLOSE whatever is hidden.

VALUE in goods and ability and character in men are always WORTH the highest prices demanded.

The unfit man may seem to be the equal of the fit before the race — but the QUALITY runner is still in the race when the end of the Marathon is reached, while the other was forced to drop out at the first milestone.

USE is like the CRUCIBLE. It separates the dross and the baser metals from the gold — and nothing will hide the truth. If VALUE is needed, it must be met in ACTUALITY — not simply in theory.



- FOR NOVEMBER, 1915 -

Full of Good Sense, Good Humor, with a Hunch for R-W Products Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

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The Richards-Wilcox Canadian Company, Ltd.	London, Ontario

D. M. KAGAY, Editor

Sliding Doors for Cupboards and Lockers

By E. J. G. PHILLIPS, Our Engineer

Copyrighted by National Builder Chicago, Illinois

HOSE who have occasion to build atricles of furniture, such as cupboards, work-tables and cabinets of various kinds, will be interested in the description given below. A departure from the methods used by many carpenters, will be noted particularly in the method of hanging the doors and also in the construction of the doors and panels. While the articles described and their application are not entirely new, they are not as generally used for the purpose mentioned as their merits warrant.

The work-table shown in Figure 1 has two doors closing the entire front. The construction is clearly shown in the illustration and so it will not be necessary to enter into a detailed description, but a few points of special interest will be enlarged upon. The top and end sections are made entirely of wood, but the back is a wood framework with panels of wall-board. Two inside shelves provide space for storing a large quantity of material. The stiles, top and bottom rails of the doors only are wood, the panels being made of one piece of wall-board. A heavy stiff grade of wall-board is especially convenient for this purpose, as a panel of any size can be made of one piece without gluing or finishing of any kind. It is light in weight,

holds its shape well and can be painted to give a pleasing effect, which harmonizes well with the finish of the woodwork. As an economy it takes precedence over any other material, not only in first cost of raw material, but also in the saving of labor costs for constructing the doors and panels.

Special attention is directed to the method of handling the doors as shown in the plan "A" and the cross-section "B," Figure 1. The cross-section "B" is drawn to a larger scale. Sliding doors operating on two parallel tracks take the place of doors hung on hinges as is the usual custom. The doors, of course, are very light and a small door hanger and track made especially for this purpose is used. The track is of the trolley or box-shaped type, about $1\frac{3}{8}$ inches wide by $1\frac{7}{8}$ inches high and it entirely encloses the track. A larger sketch of the hanger is shown in Figure 2. The wheels are made of either fibre or

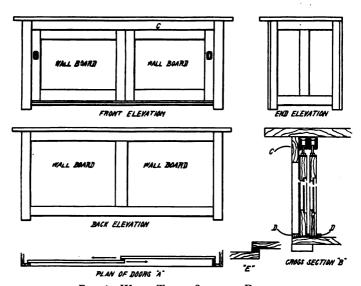


Fig. 1-Work Table Showing Details

steel and have ball-bearings which make a very easy operating device. Vertical adjustment as well as a slight lateral adjustment is provided so the correct alignment and proper working clearances may be easily obtained.

The track is screwed directly to the bottom of the table top. A facing strip "C" serves the triple purpose of reinforcing the table top and stiffening the entire structure, concealing the track and closing the space between the top of the doors and the bottom of the track. Narrow strips of wood "D" form guides for the bottom of the doors. A piece is attached to the side of each door where they meet at the center, as shown at "E," Figure 1.

These strips overlap each other when the doors are closed, making a tight joint and at the same time allowing plenty of working clearance between the doors.

Half the front can be opened at any time and this without swinging the doors out into the room. Any kind of swinging cupboard door is open to objections, though, of course, it must be admitted that the hinged door cannot always be eliminated; but these objections would be emphasized in doors as wide as the ones shown in this particular case. A door as wide in proportion to its height as those shown in the illustration would be likely to sag, lose its shape and drag, if hung with hinges. On this particular point the sliding door has a decided advantage, because of its being suspended from the top at two points, which does not cause any twisting or distortion of the door.

A second feature which should be considered is that if these doors were hinged, a little rough usage when the doors are opened, or someone accidentally running into them would be almost certain to damage either the door itself or the hinge fastenings. The sliding doors never project into the room or expose themselves to acts of carelessness as mentioned above.

The third point is the ease of operation. Compare the long swinging movement necessary to open the hinged door with the mere touch required to start the sliding doors with their ballbearing hangers.

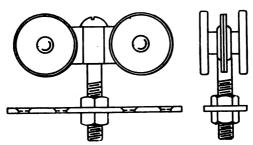


Fig. 2-Hanger Used for Doors in Fig. 1

The convenience of making necessary adjustments can be named as a fourth advantage. When the swinging door begins to sag and scrape at the bottom, it becomes necessary to get a saw and plane and dress down the door; but with the sliding door, the adjustments (and these are seldom necessary after the initial adjustment when hanging the doors) only require the turning of a screw and all is well.

Locker with Sliding Dools

Figure 3 illustrates a wardrobe constructed along the same general lines as the work table. The panels of the doors, and in this case the entire back is constructed of wall-board. The

doors sliding on three parallel tracks close the entire front. A plan of the doors is given at the bottom of the illustration referred to. Strips similar to those shown at "E," Figure 1, are attached to the overlapping stiles of the doors to make a tight joint. The stiles of the doors are $\frac{7}{8}$ -inch thick, finished in golden oak, and the panels are painted to harmonize with the woodwork.

A horizontal cross-section of the doors, tracks and bottom guides, drawn to larger scale, is given at "G," Figure 3. The hangers and tracks are the same as previously referred to. The bottom guides are narrow strips of wood working in grooves ploughed in the bottom of the doors. Two-thirds of the front can be opened at any time. The doors slide easily and never extend into the room to interfere with anyone passing and do not occupy unnecessary space.

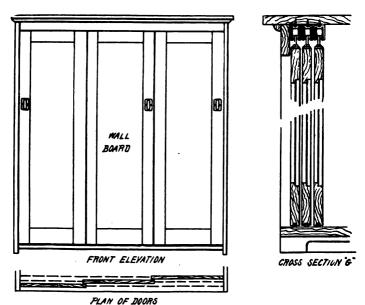
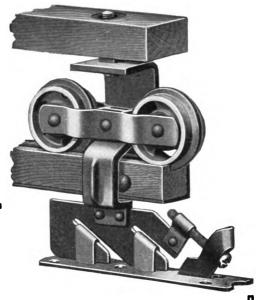


Fig. 3—Wardrobe Constructed Along Same Lines as Work Table

The two articles described have been in constant satisfactory use for a couple of years and are typical of a great many places where these little sliding door hangers can be used to good advantage. In offices especially, filing cabinets, shelving, card and circular cases as well as other articles of furniture, require light doors and in many cases the hinged door is really objectionable. For these, sliding doors such as described above, will be found very satisfactory, and the live wires among carpenters and cabinet makers doing a jobbing business will undoubtedly find occasion to make use of some of the suggestions offered.

No. W 122
R-W LeRoy
Noiseless
BallBearing
Trolley
House
Door
Hanger



Gives Longest Service

ONE thing important to remember regarding R-W Door Hangers is that their material, their principle of construction and their usefulness combine in making them durable.

It is not only the cost of the hangers that is worth saving, but the time and work necessary to put them in

place. The job once done stays done with the R-W Hangers.

Don't put off getting our prices and dealers proposition.

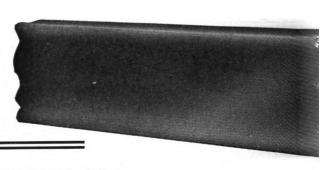
No. R-122 R-W Royal House Door Hanger "A Hanger for Any Door that Slides"

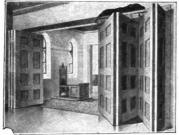
Richards-Wilcox



MANUFACTURING CO. AURORA, ILL. U.S.A.







For Folding Sliding Doors in Churches, Schools or the Home



For No. 235 Right Angle Doors in Garages



For Parallel Sliding Doors in Garages

'A Hanger for Any Door 'at Slides''

This One Used On F

There is a big ad style track for use of It avoids the necessary of building

R - 1

for barns has long | Right Angle Doors
For parallel doors

parallel door work

For Sliding Accethe home.

Remember—this sliding doors.



For No. 435 Doors

Coogle



Ityle of Track Can Be I These Sliding Doors

antage to you in being able to sell the same n a variety of jobs.

sity of carrying a small stock of track for g, and buying at the small order price.

V Trolley Track

ten the standard. For garage work, No. 235 No. 435 Sliding Folding Doors.

in garage or barn work. Its adaptability to takes this style track very desirable to stock. dion Folding Doors in church, school and

one style of track can be used on all these



lding Sliding Garages



For Barn Doors



Why Don't You === Sell Fire Door Hardware?

There is a market right in your town—in factories, schools and churches, heating plants, theatres, some store buildings.

In buildings where fire doors are needed, their use will lower the insurance rates.

Go after this business. It will increase and extend your trade.

Ask us for help We're willing





MANUFACTURING CO. AURORA, ILL. U.S.A.

Your copy No. 12 catalog is ready.

Advantages of Sliding Doors In the Home

Helpful Selling Talks for Your Trade

LIDING doors in the modern home of today are of no more expense in construction, erection, and do not require any thicker partitions than the ordinary swinging door. It is especially useful where space is limited, such as in Bathrooms, Closets, Halls, Parlors, etc.

The essential features of this door when properly set in place on hangers and other necessary hardware such as furnished by the Richards-Wilcox Mfg. Co., will open and slide into the wall noiselessly, having proven this by experience. Furthermore, it does not require an undignified kick to open it, such as is the case in a swinging door, and mar the base of the door. There is no danger to parties approaching it from opposite directions.

When closed it is more sound-proof than the ordinary door and lock and pull can be mortised flush with door so that no projections exist for fear of catching clothing as is often the case with swinging doors.

It is useful in a parlor where space is needed for entertaining, and all that is necessary is to slide the door into its pocket in the wall and the next room can be used for this purpose. T REQUIRES grit to "start out" with a new country and determination to stick and grow up with it. Such an undertaking brings men to that point where their worth is worked to the surface and their work is made worth while.

It was soon after the opening of the Cherokee strip, in September, 1893, that A. H. Drew made his venture in the new Oklahoma. He opened a general store at Waukomis.

Mr. Drew's occupation was—business,—and he attended strictly to his occupation, which helped him gain the confidence of the entire community, the only sure foundation on which to build a business.

Mr. Drew has always found it pays to carry the best in all lines. He carries the complete R-W Line, uses R-W Rolling Store Ladders, and if the traveler does not arrive at the proper time knows R-W is in Aurora, Illinois, and sends in for his goods.



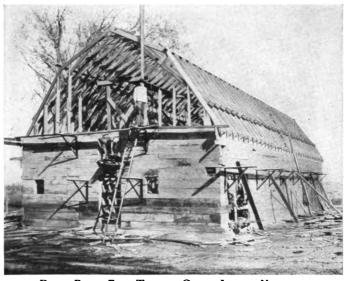
A. H. DREW, EST. 1893., WAUKOMIS, OKLAHOMA

For the past fifteen years Mr. Drew has had the able assistance of Mr. "Ryer" Wren in conducting his business. As the country around Waukomis developed it became settled largely by Bohemians. In selling to these people Mr. Wren found a knowledge of their language necessary, so he mastered it by correspondence school method.

Mr. Drew has a nicely arranged store, a sound, profitable business, and we feel proud of our connection with him.

Many times a man can, by keeping his eyes open, add to his equipment some things that not only soon pay their purchase price but make a real profit for him.

In the contractor and carpenter trade a big expense is scaffolding. Scaffolds made of lumber are not only a source of constant expense, renewal and rebuilding, but bothersome in handling.



DAIRY BARN, FRED TIMPKE, GRAND ISLAND, NEBRASKA OTTO GIESENHAGEN, CONTRACTOR

The illustration shows a large dairy barn in the course of construction on which a number of Richards-Wilcox Steel Folding Builders' Brackets are being used.

Mr. Giesenhagen says, "I have been using them the past season and can say that they will save their cost in a season because you don't have to waste any lumber for scaffolds, nor rebuild them every job like a wood bracket, and don't need a hay-rack to haul a dozen or two like with the wood brackets."

The sliding doors in this building are all R-W hung.

The R-W Builders' Brackets, Door Hangers and Track were sold by J. E. Hanna & Son, Grand Island, Nebr.

Twelve Business Maxims

- 1. Have a definite aim.
- 2. Go straight for it.
- 3. Master all details.
- 4. Always know more than you are expected to know.
- 5. Remember that difficulties are only to overcome.
- 6. Treat failures as stepping-stones to further effort.
- 7. Never put your hand out further than you can draw it back.
- 8. At times be bold; always prudent.
- 9. The minority often beats the majority in the end.
- 10. Make good use of other mens' brains.
- 11. Listen well. Answer cautiously.

 Decide promptly.
- 12. Preserve "A sound mind in a sound body."

Suburban Resident—"It's simply fine to wake up in the morning and hear the leaves whispering outside your window."

City Man—"It's all right to hear the leaves whisper, but I never could stand hearing the grass mown."

A small boy one day was asked by a clergyman if he knew what was meant by energy and enterprise.

"No, sir; I don't think I do."

The clergyman said: "Well, I will tell you, my boy. One of the richest men in the world came here without a shirt on his back, and now he has millions."

"Millions!" replied the boy. "How many does he put on at a time?"

Pressings

Because a fellow is broke up on a girl, there is no reason why he should fall all over her.

AT SHADYCREST

Guest—"As the count bade your daughter farewell, did you observe in his voice a sympathetic note?"

American Millionaire—"No! I was observing his promisory note."

A girl was complaining to her chum of the way her "young man" was treating her.

"Speaking of presents, why don't you give him the mitten?"

the friend asked.

"It isn't a mitten he needs, it's a pair of socks; he's got cold feet."

UP IN HIS HISTORY, ALL RIGHT

In some school not located—locate it to please yourself—the teacher was hearing the history lesson. Turning to one of the scholars, she asked:

"James, what was 'Washington's Farewell Address?"

The new boy arose with a promptitude that promised well for his answer.

"Heaven, ma'am," he said.

HIS CASE

Mrs. Spenders—"Oh John, I saw a sign in Bargen & Co.'s window today that reminded me of what I am most in—"

Mr. Spenders (interrupting hastily)—"I, too, saw a sign in their window that reminded me of what I am. It read: 'Reduced to 49 cents'."



Get the Farmers Boosting for You

What people say about the goods you sell is of great importance to you.

Why not make sure they will boost for you by handling only customer-satisfying goods.

Richards-Wilcox

Door Hangers, Grindstones and Hardware Specialties have proven themselves customer-satisfying products for many years.

Get everybody boosting for the goods you sell.

"A Hanger for Any Door That Slides"







DECEMBER, 1915

D

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Know Your Stock

WITHOUT surveys no one would know where the boundary lines between the United States and Canada existed. Without making a map based on definite measurements no farmer would know where to run his line fences. Without careful soundings no chart could be made of harbors or rivers.

Your stock is the same to you as boundaries are to nations, as division lines are to property owners, or as charts are to pilots. The better you know your stock, the better you can appreciate its virtues.

But the oak is not simply a tree that grows acorns. It may be cut into lumber. That lumber may be used in a great variety of ways. The man who knows the oak knows a great deal. Your stock is not simply the materials and the workmanship and the quality in them, but there is also the uses, the advantages, the economies.

Your stock is related to your customers and to the success of those customers, just as the oak is related to the families that use the furniture fashioned from it. The scholar who has passed his final examination in algebra and has received the certificate of a high percentage rating, cannot say that he knows algebra until he can convert various problems into algebra and figure them out.

The more you know your stock the greater success you bring out of that stock. The fire departments of the large cities have on hand facts regarding the materials used, the plan of construction, the exits, the electric wires and the other details of the buildings of every city. The fire chief who directs the fight against a blaze in a large factory knows exactly where to send his men and where to order them not to go. Your goods bear the same relation to you that this knowledge bears to the fire chief.

Knowing your stock means selling your stock, just as knowing navigation, the captain who sails thousands of miles over the seas will arrive exactly at the port of his destination and at the very dock his ship is to be tied.

Knowing your stock is an asset quite as valuable as the goods themselves. No surgeon can ever know too much of anatomy. No salesman can ever know too much about his goods. The most trivial detail may some day become the biggest factor.

Knowledge of your goods is a lever that prys loose sales.



FOR DECEMBER, 1915 -

Full of Good Sense, Good Humor, with a Hunch for R-W Products
Published Once a Month by

Richards-Wilcox Manufacturing Co., Aurora, Illinois, U. S. A.

Officers	Branches
W. H. Fitch Pres. & Gen'l Mgr. Lee Mighell Vice-President Milton D. Jones Superintendent P. L. Hoffman	15 East Lake Street Chicago 50 North Sixth Street Philadelphia 132 Pearl Street Boston 1735 Boatmans Bank Building . St. Louis
The Richards-Wilcox Canadian Company, Ltd	l London, Ontario
J 3 D. M. KA	GAY, Edilor

Wake Up the Desires

VERYBODY has a hidden wish to possess something—something that you SELL.

But compared with "money in hand," that desire is subdued—smothered. Only when the DESIRE is awakening into a recognized need, does a purchase result—and the entire plan of merchandising rests with FINDING THESE DESIRES.

EVERY purchase a person makes now is simply because the desire has overridden the inclination to grip the purse-strings. Everything in your store has been fashioned simply because IT WAS LEARNED THAT DESIRES EXIST for these classes of goods.

Desires for "staples" are expressed most frequently and freely, because they are recognized most readily as pressing needs that refuse to be quieted. But the SPECIALTIES were created to meet MORE IMPORTANT DESIRES, depending on the ECONOMIC SENSE of purchasers.

Whenever a specialty moves off your floor, its NEED has been recognized, and the ECONOMY OF USEFULNESS has been realized.

Therefore, IF SOME PERSONS VOLUNTEER THESE GREATER DESIRES, how many MORE are trying to quiet theirs? If a FEW will come and seek, how many more — with the RIGHT INDUCEMENT — will be inclined to buy?

CASUAL INTEREST in each purchaser—even when things are pressing—with an explanation of "How IT Works"—will make many sales that would have been deferred had nothing been said. Many a Possible Purchaser is "itching" to own what he or she is almost afraid to look at, simply because at that moment the purse is paramount to the economy; because Mere Possession is not a sufficient inducement.

SUGGESTION — without offensive solicitation — is the SUBTLE POWER OF SALESMANSHIP. Sugges-

tion is the same to a mind as a key is to a lock. That lock will not operate voluntarily, any more than FEAR OF SPENDING MONEY will overcome itself voluntarily.

EVERY PURCHASER OF ANY GOODS HAS "SOLD HIMSELF"— or he would not have come to buy. And every time a person sells himself, he does so reluctantly. He yields more quickly, often to suggestion because he LIKES TO HAVE HIS OWN JUDGMENT JUSTIFIED.

Suggestion will turn many a 50 cent purchase into a \$5.00 purchase, simply because the suggestion tapped at the gate of HIDDEN DESIRE. Only when the desire itself has ripened into a recognized NEED, does a sale result.

MINE DESIRES. Never did a gold prospector have "the law of averages" in his favor the way you have them in your favor. Never were the rich ore-shoots so near the surface.

SUGGEST — and the suggestion sets into operation mental processes that control the purse. Suggest, for example, the ADVANTAGES of R-W Hangers — their special features, their durable economies.

Turn "I was intending to buy" into "LET ME HAVE THEM." And try this out in other direc-

tions. Printers' ink costs money — and so do many other forms of salesmanship. But MINING DESIRES COSTS NO ACTUAL MONEY. It becomes AUTOMATIC. It does not even depend, on "Can I sell you?" It UNLOCKS the door—and the balance is easy.

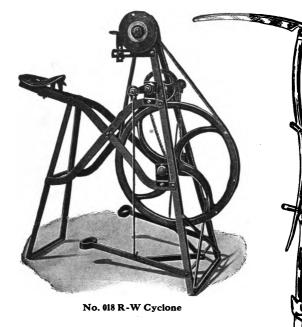
Desires will slumber as long as they can — but SUGGESTION is the call-boy that arouses them.

Even your ads. and letters and window-trims are only SUGGESTIONS. Their value lies in awakening desire. Beyond that, they cannot go — except that they TALK TO MANY AT ONCE, and "average up." But those they talk to, come into the store to purchase or inquire. Those who do come are the CREAM of the effort of salesmanship and reputation.

Those who are already buying, are the BEST PROSPECTS for other sales. They are where THE GOODS MAY BE SHOWN. The chances of sales have increased enormously.

SUGGESTION AT THE PSYCHOLOGICAL MOMENT is the most profitable kind of suggestion — and SEEING THE ADVANTAGES of goods that ARE NEEDED, crystalizes that need into a purchase.

AWAKEN the DESIRE — and the desire will do the balance.

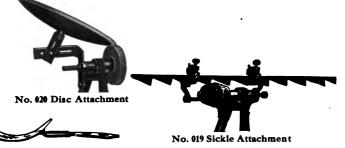


The Many Purpose Grinder

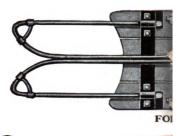
FOR carpenters, repair shops, farmers and the home machine shop. Strong, rigid ball-bearing journals. Attains speed of 2000 R. P. M.

Can be furnished with different attachments for sharpening tools requiring special edge.

Investigate this grinder because it is a winner.







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No. 600 R-W Little Giant

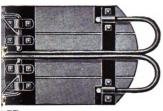
R-Folding

They fold up for can runnners give them sp cost little and are w Build for the fu friends of th

Richards







DED

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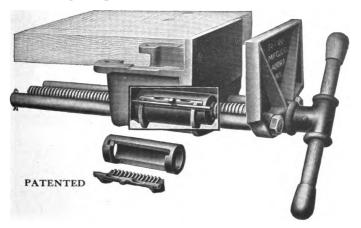
rying; the round steel eed; they steer easily; ery durable.

ture — make fast le children.





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For the Woodworker = in School, Shop or Home

Every man working with tools feels the need of a dependable, quick-acting vise.

Your market includes school manual training departments, the work shop and the home.

No. 430 R-W Rapid Acting Vise

Are simple and absolutely reliable in operation. Instantaneous adjustment. Continuous in action. No pawls, racks or triggers to break or wear.

A demonstration will sell them.



Advantages of Sliding Doors in the Home

Helpful Selling Talk for Your Trade

N THE modern home the sliding door has become a necessity. Not alone for large openings, but small ones as well, in all parts of the house. Wonderful improvements have been made in sliding door appliances, revolutionizing them. The doors no longer slide, but hang, and have really become disappearing doors.

Many annoyances can be avoided by using them. They save valuable space, move easily and silently, and do not darken halls and closets when open, as swing doors often do. It is a fact that hanging doors remain in better condition than hinged doors. Their use also allows a greater variety in the width.

An important matter not often thought of till too late is the discordant effect always produced by swing doors when used between rooms finished in different woods or tones, as that side of the door belonging to one room shows in the other room. A disappearing door in such cases solves the problem.

Only one thing must be kept in mind regarding sliding door hangers, — they should be of the best quality. As extensive advertising is the buyer's best assurance, a well-advertised line of hangers should be used to obtain silent disappearing doors.

HE foundation for a retail business must be Service; and the superstructure must be Service; and the roof must be Service." Analyze any successful business and you will find that the man or men responsible for that success know and practice Service.

Nowadays when there are less jack-of-all-trades and more specialists, the buying public has grown to depend on the storekeeper for suggestions and advice. And it is the man who knows his stock and believes in helping himself last by helping his customers first that wins.



BAILEY & DETWEILER, ORD, NEB., EXTERIOR

Away back in 1878, when Nebraska was more a name than a reality, a hardware and implement store was opened in Ord. For over a quarter of a century the business continued and in 1906 was taken over by the firm of Bailey & Detweiler.

This firm is composed of R. C. Bailey, Chas. E. Detweiler and W. T. Detweiler. That they are live, progressive business men and fully realize the value of and practice Service is very strongly evidenced by the pronounced success they have made.

Their principal store it at Ord and is modern and up-to-date in every respect, as can be seen from the illustrations on these pages. This store would be a credit to most any large city. As part of their service and as a mutual help to the trade and themselves they operate branches at North Loup and Scotia, Neb.



SECTION OF BAILEY & DETWEILER, ORD, NEB., STORE

Their Ord store has 22,000 feet of floor space, which enables them to carry a big stock of hardware, implements and furniture, all more or less bulky. Their stock invoices about \$30,000.00 and their annual business last year was over \$90,000.00.

They have found that it pays their customers and themselves to carry in stock nationally advertised goods because they are sure of the best quality at the best prices.

They carry Richards-Wilcox door hangers and grindstones exclusively.

FREE TO THE HARDWARE TRADE-

If you want to sell your store or business.

If you want to buy a store or business.

If you want an employee.

If you want a position.

Send in your ad. Copy can give your name and address or be keyed for answer to come to us for re-mailing to you.

This may be your opportunity.

STORE WANTED—I wish to purchase a hardware stock in town of 5,000 or less, preferably in Ohio, but will consider a place in Indiana or Michigan. Please give price and description of store. Address T. M. Baxter, Middlepoint, Ohio.

Position Wanted—As manager of hardware store or hardware department in the West, on salary, or percentage basis if business is located where hardware is used. Have had 11 years' hardware experience. Address "M. E.," care of "Door-Ways," Richards-Wilcox Mfg. Co., Aurora, Ill.

For Sale—Hardware and General Store, fixtures, counters and display tables, show-cases, scales, tinner's tools, Meyer's Trolley Store Ladder, coffee mill. Address Hardware Department, Box 715, Sioux City, Iowa.

For Sale—320-acre improved farm, close to town, located in Bowman County, North Dakota; over one-half in crop and half of crop goes with land; will trade for a well-located hardware or hardware and furniture stock of about \$6,000 or \$8,000. Submit what you have to offer. Address, O. L. M., Box 109, Ravenna, Neb.

Position Wanted—Thoroughly competent and experienced manager and salesman for retail hardware business would like a position in Eastern Ohio or Western Pennsylvania. Have had years of successful experience. Can furnish A-1 reference. Address, "Pennsylvania," care of "Door-Ways," Richards-Wilcox Mfg. Co., Aurora, Ill.

Wanted—More ads. for this section. Write us what you need—help, a situation, a buyer or seller—we'll try and find the need.

When answering ads. please mention "Door-Ways."

All virtues are in agreement; all vices are at variance.

We sit in judgment on our neighbors for our own faults.

Those who are peevish at home are malevolent abroad.

He who waits for dead men's shoes may get frozen feet.

To the man of clear conscience every form of life is good.

We dislike our neighbors for qualities that we ourselves possess.

If you please one you displease another in almost every move in life.

Most men judge and hate and fling stones as if they had no self-knowledge at all.

The greatest pretender to knowledge speaks with the most bombastic self-assurance.

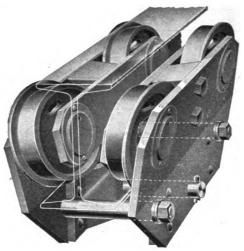
A mean man always considers himself personally injured when he is not specially favored.

There is no affliction so great as the angry feeling which the affliction sometimes produces.

We call ourselves sensitive and think we are very superior; others call us irritable and intolerably mean.

You will find it more profitable to speak the truth even if it is easier and more natural for you to lie.

We all live in glass houses; not always transparent, but always brittle so that a stone we throw may rebound and smash our own.



No. 925 R-W Standard I-Beam Trolleys Made in 6 Sizes

Should the problem come up of conveying heavy loads in factories, foundries or other buildings with which you are in touch,

R-W Overhead Carrying Equipment

will be the system to install. Write us when any problem of this kind comes up.

Ask for Overhead Catalog.





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